

American

NOVEMBER • 1958

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# Vegetable Grower

and MARKET GROWERS JOURNAL

*Golden Anniversary*

1908-1958

**VEGETABLE  
GROWERS**

*Association  
of America*

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# "FIRESTONE FREE LOANERS KEEP MY TRACTOR ROLLING WHEN EVERY MINUTE COUNTS!"

says Harry Andreesser, Parkersburg, Iowa.



Firestone Dealer W. W. (Smitty) Smith (right) and Horace Sheridan (center) mount a pair of "free loaners" in minutes right in the field for Harry Andreesser.

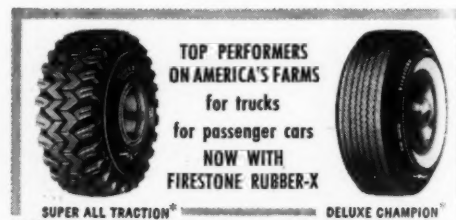
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NOVEMBER, 1958



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Specialization has earned the Rohnert Company an honored name in row crop vegetable seeds. Now these finest quality seeds also bear the SRS name, a name created by leading seed specialists for better crops through specialization. Look for the SRS symbol when you want better row crops.

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## LETTERS TO THE EDITOR

### Industry Mouthpiece

Dear Editor:

Ever since the change in layout of AMERICAN VEGETABLE GROWER, I have intended to compliment you upon the improved appearance of the publication and its contents. It compares favorably, I think, with any trade publication of my acquaintance. In fact, I would not know how it could be improved upon.

A well-edited trade publication is one of the most valuable assets of any industry and I think the vegetable producers of the nation are fortunate to have AMERICAN VEGETABLE GROWER at their disposal. Batavia, N. Y.

W. S. Stomple  
N. Y. Canning Crop Growers Cooperative, Inc.

### Use of Herbicides

Dear Editor:

In your May, 1958 issue you printed a table on use of herbicides in vegetable crops in connection with an article on weed control by Floyd M. Ashton. I wonder if it would be possible to reprint this table in the information section of our new annual directory and yearbook which the Long Island Farm Bureau is getting out. This directory will be named *The Key* and will contain agricultural, industrial, and advertising information of particular value to Long Island farmers.

Your magazine is widely read by growers in this area, and I personally find it to be more and more valuable in my farm operation.

Riverhead, L.I., N.Y. Harold J. Evans, Jr.  
We are happy to give permission to Reader Evans to reprint the table in *The Key*.—Ed.

### Giant Squash

Dear Editor:

I am sending you a picture of a 100-pound squash that was grown from seed I obtained from Fred P. Aute, Williamsport, Pa. This squash was raised by L. C. Ezell, McCarley, Miss., pictured on the left. I



am the man on the right. The variety of this squash is unknown.  
Winona, Miss. Joe H. Morgan

AMERICAN VEGETABLE GROWER

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# SRS EDITOR

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Joseph S. Shelly

## VGAA MOURNS LOSS OF LEADER

**A**N unselfish and untiring worker for the vegetable industry passed away in Washington, D. C., October 4. Joseph S. Shelly, first full-time secretary of Vegetable Growers Association of America, had just returned from a trip visiting vegetable growers in the Middle West.

In May, 1954, he was selected as VGAA's first full-time secretary and opened its Washington office. In August, 1956, the board of directors made him executive secretary.

Joe Shelly believed in the importance of growers uniting through local, state, and regional associations into a national group organized by and for vegetable growers with a strong voice to speak up on behalf of the grower viewpoint. During his four years of guidance, VGAA increased its affiliate list to more than 40 member organizations. The list of individual "Green Thumb" members also rose to a new high.

Born on a farm in the Pennsylvania Dutch country of eastern Pennsylvania, Shelly was graduated from Juniata College and later received his master's degree from Pennsylvania State University.

After a teaching job at McPherson College, McPherson, Kans., he joined West Virginia University as an extension specialist in consumer marketing and education in its Wheeling-Steubenville Regional Consumer Marketing Project.

He lived with his wife and daughter in a suburb of Washington.

Working drawings for a low-cost potato storage are available for \$2.00 from AMERICAN VEGETABLE GROWER, Willoughby, Ohio. The above-ground 50-foot square storage is designed to hold 17,500 bushels.

NOVEMBER, 1958

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A breeder member of SRS

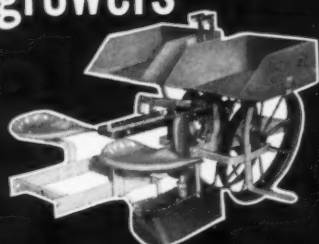
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PRODUCTION AND RESEARCH: MODESTO AND GILROY, CALIFORNIA, AND ROCKY FORD, COLO.

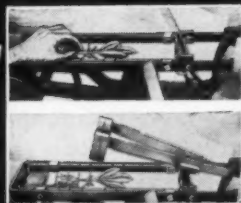


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WILSON, NORTH CAROLINA

# American Vegetable Grower



Reg. U.S. Pat. Off.  
Commercial Vegetable Grower  
Market Growers Journal

**VOL. 6 - No. 11**

**NOVEMBER, 1958**

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from A. Devaney, N. Y.)

## FEATURES

- A Tribute to 50 Years of Progress.....11**
- Congratulations, VGAA .....12**
- The Founding Fathers .....13**  
By R. T. Meister
- From E. A. Dunbar to Paul Ruetenik.....14**  
By H. D. Brown
- The Next 50 Years.....16**  
By John Carew
- Marketing Trellis Tomatoes .....24**
- Organize . . . to Remain Free.....28**
- How Much Nitrogen for Melons?.....32**  
By Lewis E. Peterson
- Vegetable Grower Associations Affiliated with  
Vegetable Growers Association of America.....34**
- Chronological History of Vegetable Growers Association  
of America—1908-1958 .....36**
- The Vaughan Award .....39**

## DEPARTMENTS

- Letters to the Editor..... 4
- State News .....18
- Know Your Vegetable Seeds.....18
- Calendar of Coming Meetings.....22
- Answering Your Questions.....26
- New for You.....35
- Editorials .....40
- Coming Next Month.....40

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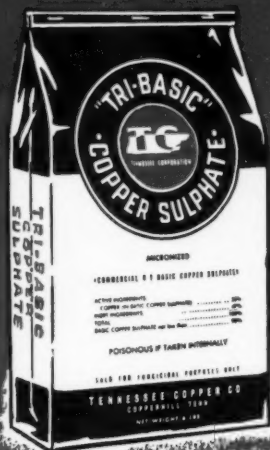
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See it...ask for a demonstration—then try this new TEAMED-POWER Spra-Blast on your own farm. Or see it at the National Vegetable Growers meeting at Cleveland. **THE OLIVER CORPORATION**, 400 West Madison Street, Chicago 6, Illinois.

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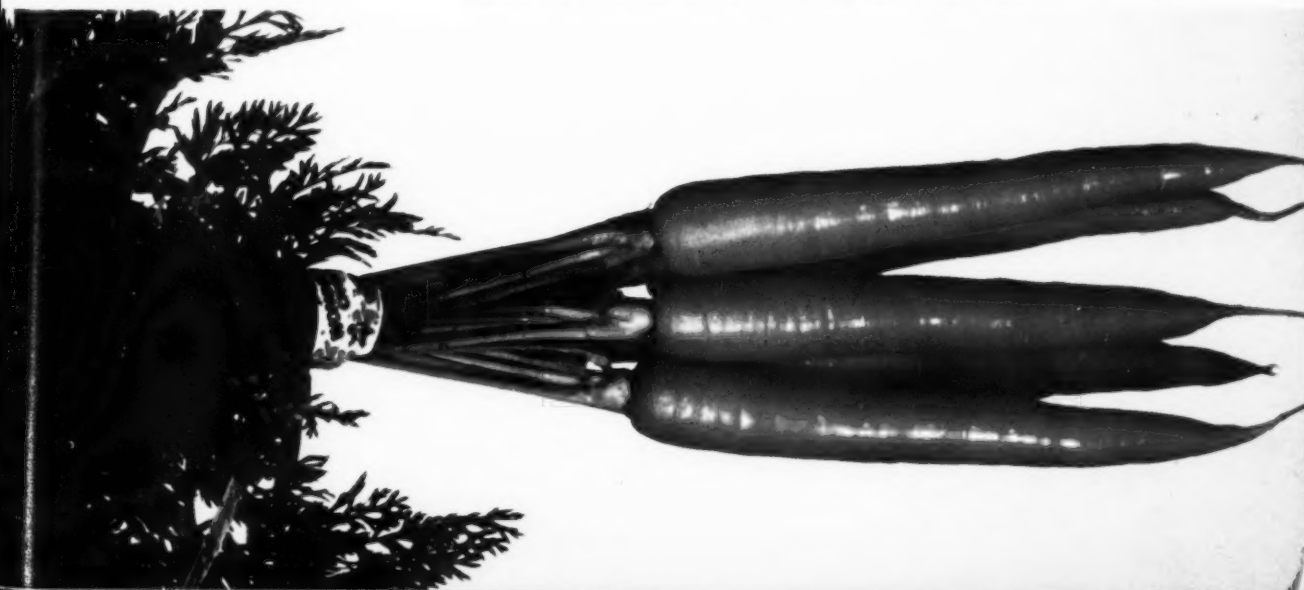


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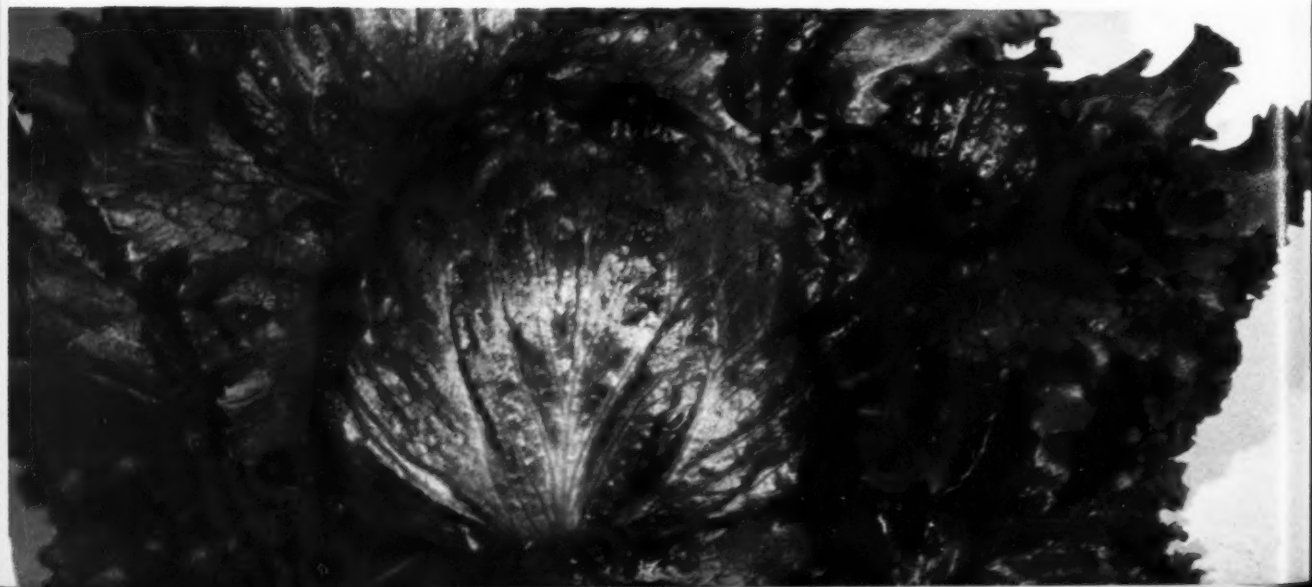
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**VGAA  
UNITED  
WE  
STAND**

## A TRIBUTE TO 50 YEARS OF PROGRESS

**W**HAT makes an action memorable? Unquestionably, one that grows and expands with the years, and thus, the action of a group of Cleveland growers 50 years ago in organizing a national association of vegetable growers deserves the tribute of today's giant vegetable interests.

✿ Among the growers with vision beyond the sphere of their own interests were Dunbar, Chester, Ruetenik, Severance, and Perry. To these go much of the credit for 50 years of growth and progress in vegetable growing. Their leadership has given the grower a more bountiful harvest and a heritage rich in future hopes. Only joint effort has made possible today's improved varieties, standard packs, and greater production through irrigation; weed, insect and disease control; more profitable operation from laborsaving harvesters, vacuum coolers, and refrigerated trucks.

✿ Those who succeed to the government of the association in the future must beware of complacency and lassitude. The past accomplishments and ideals are the beacons to future success.



# CONGRATULATIONS, VGAA

Messages Received by AMERICAN VEGETABLE GROWER  
from Notable Leaders

**From Ezra Taft Benson**

*U. S. Secretary of Agriculture*



ON the occasion of its Golden Anniversary I extend to the membership of the Vegetable Growers Association of America heartiest congratulations and best wishes for continued service to the vegetable industry and the consuming public.

I am confident that in the future your organization will contribute to even greater progress in the production and marketing of vegetables than has been achieved in the last 50 years.

**From Roy Vandegrift, Jr.**

*President, Florida Fruit & Vegetable Association*



*John Grigg*

THE Florida Fruit & Vegetable Association extends congratulations to VGAA on the occasion of its 50th year of faithful representation of the United States vegetable industry.

Noting increasing agricultural production and resulting problems to be solved in the best interest of the consumer and the agricultural industry, FFVA commends VGAA for a record of excellent service in coping with these problems.

**From John A. Logan**

*President, National Association of Food Chains*



*Katherine Young*

MEMBERS of National Association of Food Chains offer congratulations and good wishes to VGAA on the 50th anniversary of its organization. Food chains want to commend vegetable growers for

their achievements in reducing costs of production, as well as for introducing new techniques and varieties to improve the quality and year-around availability of nutritious vegetables for American consumers.

Food chains also wish to commend vegetable growers for their foresight and constructive attitude in relying on private marketing channels as the best way of solving their marketing problems. Continuation of the outstanding record of co-operation between producers and retailers will help to make food a bigger bargain than it is already.

**From Allen J. Ellender**

*U. S. Senator, Louisiana*



DURING my 22 years of service on the Senate Committee on Agriculture and Forestry, VGAA representatives have appeared many times to testify with respect to proposed legislation affecting the vegetable industry.

While not always agreeing with them, I have always been impressed with the logical and aggressive arguments they have presented in support of their position. There is no doubt but that the association has done an admirable job in representing its membership. Congratulations, Vegetable Growers Association of America!

**From M. M. Robinson**

*Secretary-Treasurer, Ontario Fruit & Vegetable Growers Association*



*Don Sinclair*

INTERNATIONAL boundaries do not alter the fact that the problems facing vegetable growers the world over are the same. This establishes a spirit of kinship, and it is in the spirit of this kinship that the Ontario Fruit and Vegetable Growers Association, shortly to celebrate its 100th anniversary, greets the vegetable growers of the United States on the occasion of the 50th anniversary of VGAA. We drink a toast—good crops and good markets.

**From Charles B. Shuman**

*President, American Farm Bureau Federation*



ON behalf of American Farm Bureau Federation and its 1,587,812 farm families, I want to extend sincere congratulations to VGAA on the occasion of your 50th anniversary of service to the industry.

Many of our members are also members of your association. This indicates that the vegetable growers recognize that their welfare is closely related to the prosperity of agriculture in general.

**From W. J. Thornburg, Jr.**

*President, Western Growers Association*

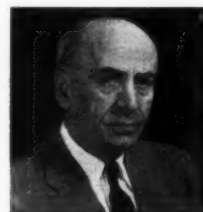


THE faithful service and astute counsel of VGAA has contributed materially to the progress and enlightenment of our industry. We know its fine tradition of leadership and representation will continue to set the standard.

We extend our sincere congratulations and best wishes on its 50th anniversary.

**From Victor R. Boswell**

*Chief, Vegetables and Ornamentals Research Branch, USDA Agricultural Research Service*



CONGRATULATIONS to you, VGAA, on your sturdy stature and youthful vigor on your Golden Anniversary. And commendations to you for your stimulating influence during a half century of almost fantastic growth and change in the vegetable business of our country. May your sound leadership continue to grow.

AMERICAN VEGETABLE GROWER

# THE FOUNDING FATHERS

The industry salutes the four living members  
of VGAA who helped lay the groundwork  
for the national organization

By R. T. MEISTER

Editor

THE oldest members of the Vegetable Growers Association of America are the four living charter members. Happily, these men can supply present and coming generations with their thoughts and reminiscences about the early days and their thinking which led to the establishment of a national organization.

The 87 who attended the first meeting, called to order October 30, 1908, included one from District of Columbia, seven from Indiana, two from Kentucky, one from Maryland, three from Massachusetts, eleven from Michigan, one from New York, forty-four from Ohio, six from Pennsylvania, and eleven supply representatives.

In speaking about the first meeting, 89-year-old H. H. Richardson, of 223 W. Schaaf Rd., Cleveland, Ohio, the oldest of the four charter members still living, writes that in the early years of the century "it seems organization was uppermost in our minds." Richardson, M. L. Ruetenik, and S. B. Chester had participated in the organization of Brooklyn Heights Village and, later, in 1909, the Cleveland Fruit & Vegetable Growers Association.

It was Chester's idea to go further with a national organization. The three growers met at Ruetenik's home to discuss the idea. They decided at the meeting to contact the newly-formed *Market Growers Journal* (since combined with *AMERICAN VEGETABLE GROWER*). The resulting publicity led to another meeting, this time at the home of Chester with E. A. Dunbar and Frank Luce of Ashtabula, Sam Severance of *Market Growers Journal*, Richardson, Ruetenik, and Chester, plus C. B. Hinckley and W. E. Fish of Brooklyn Heights.

It was at Chester's home in

Brooklyn Heights that the eight men unanimously agreed to promote and actively support a national organization.

The call to organize was publicized in succeeding issues of *Market Growers Journal* and resulted in the first meeting.

Richardson was active in the organization of a number of grower groups. In 1903 he helped organize the Cleveland Vegetable Growers Association, in 1909 the Cleveland Fruit & Vegetable Growers Association, in 1916 the Cuyahoga County Farm Bureau and the Ohio Vegetable Growers Association, and in 1921 the Cleveland Growers Market Co.

An honorary member of the VGAA, Richardson has a son, B. L. Richardson, and a grandson, Neil Richardson, who are both active in the Cleveland area.

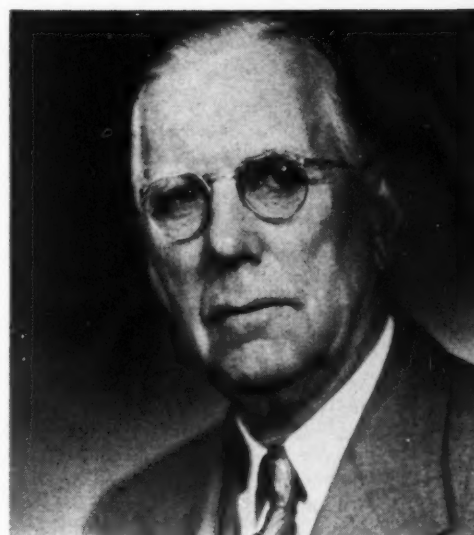
William J. Inglis, the second living charter member, has been a successful vegetable grower since the turn of the century. Now 83 years old, he resides at Canfield, Ohio. He was active in the family business of R. Inglis & Sons Co. which comprised 3½ acres of tomatoes under glass at Boardman, Ohio, and in 1932, Canfield Gardens at Canfield, Ohio, with 3 acres under glass.

Sixty-nine year old Irving J. Dunford was only 19 years old when he attended the first national vegetable convention. He was manager of the Columbia Greenhouse from 1922 to 1935 when he bought a greenhouse in Wellington, Ohio, which he still operates with his son.

M. S. Yoder, now of Lake Wales, Fla., is the fourth remaining charter member. He had greenhouses at Wooster in the early days and later at Barberton, Ohio. Formerly president of the Florists & Gardeners Insurance Co., his son now carries on in that job as well as with the Barberton greenhouse. THE END.



H. H. Richardson

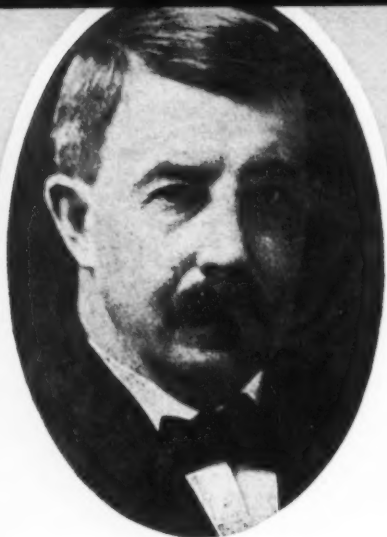


William J. Inglis



Irving J. Dunford





1908

**T**HAT the aims of Vegetable Growers Association of America, Inc., have deviated little since its inception at Cleveland, Ohio, on October 30 and 31, 1908, is a high tribute to its founders. Nearly 100 representative growers attended this first meeting, which was called by E. A. Dunbar and S. B. Chester.

The invitation which appeared in the October 14 issue of *Market Growers Journal* (now combined with *AMERICAN VEGETABLE GROWER*) stated in part: "Believing that a national organization of growers of vegetables in greenhouses will be of great benefit to all engaged in this branch of horticulture by the dissemination of useful information through personal contact and an exchange of ideas, by an educational campaign showing the superiority of greenhouse grown vegetables by recommendations as to proper methods of marketing and packing and in other ways, we, the undersigned hereby issue a call for a meeting of all interested in this industry to be held in Cleveland, Ohio . . ."

E. A. Dunbar, Ashtabula, Ohio  
S. B. Chester, Cleveland, Ohio"

**Vegetables in the Diet.** From a nutritional point of view it is interesting to note that the group quickly recognized that outdoor-grown vegetables as well as greenhouse-grown vegetables were highly nutritious, and the first name chosen was Greenhouse Vegetable Growers and Market Gardeners Association. This name was soon changed to Vegetable Growers Association of America.

The association was incorporated under the laws of the District of

# FROM E. A. DUNBAR

By H. D. BROWN

Columbia, September 11, 1923. The incorporators were L. C. Corbett, J. H. Beattie (still living), and W. R. Beattie, who served as secretary in 1925 and 1926.

The increase in the per capita consumption of vegetables (exclusive of potatoes and sweetpotatoes) from approximately 100 pounds in 1908 to over 200 pounds in 1956 is another manifestation of the wisdom of the founders. They realized that vegetables were rich sources of vitamins and minerals. In 1920 a chart was prepared showing the vitamin A, B, and C values for most commercial vegetables. This chart and attendant slogan, *Eat Vegetables for Vitamins*, were given wide publicity by Sam W. Severance, who was manager of *Market Growers Journal* as well as secretary of VGAA at that time.

During the depression years (1933-36) the association, in co-operation with USDA and many state extension specialists and home economists, released thousands of articles extolling the vitamin and mineral values of vegetables. It was during this period that the home-gardening movement skyrocketed and over 8 million tons of vegetables were grown in so-called victory gardens. It is doubtful if any industry ever received more free advertising. Everybody was conscious of the food value of vegetables.

**Shift in Increase.** Although the greenhouse growers (organized into an affiliate as National Association of Hot House Vegetable Growers in 1940) continued to form the backbone of the association, it was soon recognized that there were other important segments of the vegetable-gardening industry.

As late as 1920, for example, a great share of the pea acreage was cultivated by market gardeners, but by 1935 nearly 96% of the same 400,000 acres was used for processing either by canning or freezing. Sweet corn, tomatoes, cabbage (kraut), and other vegetables were also processed extensively, so that by 1956 nearly as great a tonnage of vegetables (exclusive of potatoes) was processed as

was grown for fresh consumption. All of the increase in per capita consumption of vegetables during the last 20 years has been due to the increased consumption of processed vegetables.

It is not surprising, therefore, that a Processing Crops Section with a vice-president in charge was formulated in 1947. To meet similar expansions in other segments, several new vice-presidents were named to head these branches. The 1958 officers include a president, a vice-president, a past president, and vice-presidents representing Truck Crops, Greenhouse Growers, Potato Growers, Processing Crops, and Membership Service. These officers plus 10 directors, the secretary, the treasurer, and the president of the Supply Men's Section constitute the board of directors.

The term "Hot House" was dropped in favor of the more descriptive term "Greenhouse," so that the name of the greenhouse affiliate became National Association of Greenhouse Vegetable Growers.

**Membership Classification and Dues.** In the beginning dues were paid on individual membership basis only. About 1932 political expediency dictated that an association with a large membership was desirable. The affiliation of local and state associations rapidly brought in a membership estimated at nearly 17,000 by 1934, and in 1941 an attempt was made to enlist the home gardeners (National Garden Club) by affiliating the subscribers of *Market Growers Journal*.

This boosted the membership to an all-time peak estimated at 77,985. However, only a few members of this number realized that they were part of a national organization, and the officers of the association decided to try to organize more or less along lines adopted by labor organizations. A membership plan was gradually evolved in which each member could take pride in belonging and in working to fulfill the objectives of the association.

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# PAUL RUETENIK



## 1958

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As early as 1948 an attempt was made to place the dues on an acreage basis. Although several types of so-called Green Thumb memberships were established, it was not until 1956 that the present plan was adopted whereby dues are based on an acreage basis. For greenhouses this involves acreages of less than 1 acre (\$10) or more than 1 acre (\$25), and for outdoor acreages the dues are \$10 for 80 acres or less, \$25 for 80 to 500 acres, and \$100 for 500 acres or more.

Whether or not this is the best dues structure is still a moot question. The support provided by Green Thumb members and Supply Men (through exhibits) furnishes the chief income of the association. Life memberships, numbering 77 in 1940, helped to finance operations but this type of membership has been discontinued.

**Commercial Exhibits.** Commercial exhibits were first sponsored in 1915 at the Cleveland convention. A certain proportion of the receipts from exhibit space is set aside for the Supply Men's entertainment.

**Entertainment.** Good fellowship promotes harmony and harmony leads to an exchange of information. During every convention one evening is

set aside for the annual banquet and entertainment, including the presentation of awards. So far as this writer's records go, the largest banquet attendance was 605 attained at Cincinnati in 1945 when the association met jointly with Ohio Vegetable and Potato Growers Association.

The Supply Men's entertainment is anticipated by all who attend the annual meeting. Field trips, boat rides, and other entertainment have played a role in cementing the interest of a group in which diverse activities are probably second to none insofar as organizations are concerned. Some 1449 persons took the boat ride at Cincinnati in 1931. A total of 143 took the post-convention tour to Havana, Cuba, in 1952. Alfred Glendenning caught a 45-pound sailfish at Palm Beach enroute to Cuba.

The ladies auxiliary, active since 1925, has proved a valuable adjunct to VGAA.

**Awards.** Honorary memberships were provided in the 1929 revision of the by-laws. These were changed to certificates of merit in 1954.

Recipients include Charles K. Halliwell and Wallace S. Moreland (1940); Martin L. Ruetenik and Louis Bromfield (1946); R. L. Watts and H. H. Richardson (1947); John Christensen, John Hoag, Louis F. Miller, Ernest Moor, Homer C. Thompson, and W. H. Weinschenk (1948); William R. Beattie, Fireman Bear, Harry Hohlt, and Edward F. Seitz (1950); A. J. Dreisbach (1951); Walter Sass and H. D. Brown (1952); Roger Corbett, Jackson Hester, and A. F. Yeager (1953); L. G. Schermerhorn and Robert L. Carolus (1954); H. C. Thompson and Fred A. Krantz (1955); and C. L. Isbell (1957).

The Kelsey award, established in 1947 by C. W. Kelsey, was changed in 1950 to American Vegetable Award. It is considered the highest honor conferred by VGAA. Recipients include Grant B. Snyder (1947), H. D. Brown (1948), Clarence W. Kitchen (1949), John Christensen (1950), Paul Dickman (1951), Wal-

ter Pretzer (1952), J. C. Walker (1953), Frank App (1954), Henry A. Jones (1955), C. L. Fitch (1956), and Julian C. Miller (1957).

**Accomplishments.** The preceding record is a review of accomplishments; however, some deserve special mention.

During World War I the Fuel Administration threatened to cut off the coal going to greenhouse growers. Louis F. Miller and his team of co-workers spent many days in Washington, D. C., and finally succeeded in securing the necessary quota of coal for his group.

In the legislative field the association is proud of the fact that, in cooperation with other farm groups, it secured the passage of the Purnell Act (1925), the Bankhead-Jones Act (1935) and title I, Section 9, of that act as added by the Act of August, 1946. These acts and acts amendatory and supplementary thereto have, through research, kept the growers of this country on a higher economic and educational plane than those of any other country in the world.

The association, with offices in Washington, D. C., is in an enviable position to protect members against adverse legislation and to sponsor favorable legislation.

In 1948 the National Vegetable Week project was launched. As early as 1949 a vegetable queen was selected and she aided in publicizing National Vegetable Week. The event has been observed annually since 1948, although the vegetable queen program has been discontinued.

If past history can be utilized as a guide, it is apparent that future action

(Continued on page 37)

These presidents have faithfully served Vegetable Growers Association of America since its formation 50 years ago.

E. A. Dunbar.....	1908
C. W. Waid.....	1910
R. L. Watts.....	1911
H. F. Hall.....	1912
W. J. Ritterskamp.....	1914
M. L. Ruetenik.....	1915
Howard W. Selby.....	1917
E. A. Dunbar.....	1920
Louis F. Miller.....	1921
H. F. Thompson.....	1923
W. H. Weinschenk.....	1925
Walter Marion.....	1926
F. E. Seitz.....	1928
Henry Marquart.....	1930
George A. Sweet.....	1932
R. F. Sams, Jr.....	1934
John Christensen.....	1936
John Hoag.....	1938
A. C. Thompson.....	1940
F. J. Klein.....	1942
Leo J. Hagemann.....	1944
Milton C. Allen.....	1946
R. O. Reich.....	1947
Walter Pretzer.....	1949
A. Lee Towson, Jr.....	1953
James D. Swan, Jr.....	1955
Paul Ruetenik.....	1957

# THE NEXT 50 YEARS...

Where will our "health" crops be grown?

Who will raise them?

What new wonders will science bring?

**Crystal-ball answers to these and other questions portray a bright, challenging future for the enterprising grower**

By **JOHN CAREW**

*Michigan State University*

**A** FEW short years ago, earth satellites and mechanical pickle pickers were science fiction. Now school children speak authoritatively of moon rockets and confidentially discuss interplanetary travel.

Far less glamorous but just as revolutionary, pickle pickers, vacuum coolers, and sexed vegetable varieties do not share this glory. Crystal-ball gazing into the future of transportation seems easy. Perhaps it is because so many imaginative men have written of rocket ships, guided missiles, and the like. But who can look 50 years ahead and paint a clear picture of the U.S. vegetable industry? Where will our "health" crops be grown? Who will raise them? What new wonders will science bring?

Long-range predictions seem less fanciful when you recount the dynamic changes over the past 50 years—especially in pest control, handling, and marketing. Cannot we expect even more startling changes in the next 50 years?

Babies will be born and grow up eating vegetables. U.S. vegetable production will increase. But our rocket-riding youngsters will have fewer crops from which to choose; rutabagas, leek, knob celery, and other minor vegetables will have been crowded out of coldly efficient supermarkets and will have joined propeller-driven airplanes in history books.

**New Vegetable Areas.** The West and Southwest will grow a major

share of the vegetables. Favorable climate plus efficient production and marketing methods are their chief assets; distance from market their main obstacle. But do not write off the East and Midwest. Mass production methods will be adopted in these areas too; if not by local growers, by out-of-state men who will move in. Varieties tailor-bred for the more variable climates of eastern and central United States will be available. Market gardening on small farms near cities will be mainly a roadside stand or specialty deal with little influence on national production. Large new areas, now used for grain and feed crops, will become established and controlled by relatively few men.

#### **More "Businessmen" Growers.**

Contract farming will increase as an aid to solving problems of financing and marketing. The grower-shipper arrangement common to West Coast lettuce will spread. Small growers, exchanging freedom for security, will produce crops for a guaranteed minimum plus a percentage of the profits.

Hired services will become the rule. "Never do a thing you can hire someone else to do" is sound advice. Just as a hotel owner cannot afford to bake bread or wait on tables, a modern vegetable grower will not economically be able to drive a tractor or operate a sprayer. He must spend full time in production and marketing management—a bio-engineer constantly planning for higher quality and greater production at lower cost.

Private fertilizer and pest control consultants will expand their services

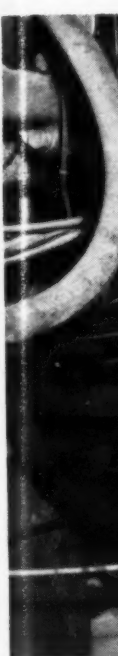
as individual growers find it impossible to keep abreast of developments in science and still devote full time to less technical management decisions.

Growers will become less competitive with each other. Associations, organized mainly along commodity lines, will become increasingly forceful and militant. The "lone-wolf" will find it wiser to join the pack. Marketing agreements, like most agricultural regulations, will be talked against but voted for. Wide price fluctuations with growers "losing their shirt" one year and "making a killing" the next, will give way to orderly, legislatively-controlled marketing. A licensing system, similar to that existing in the Netherlands, is not improbable despite strenuous objections at this time.

**Service-Minded Suppliers.** Count on remarkable service from suppliers—seed firms to breed for individual growing areas; spray chemical firms to offer package deals of materials and continuous in-the-field technical advice; fertilizer firms with nutrient-control plans based on periodic soil and plant analyses. The salesman of tomorrow will be a Ph.D. offering a combination of knowledge and products designed for specific crop areas.

#### **Fewer, More Demanding Buyers.**

If chain stores continue to merge at their present rate, two or three will have practically all the business in 50 years. While this is improbable, the decline in numbers of independent stores will continue. A handful of  
*(Continued on page 36)*



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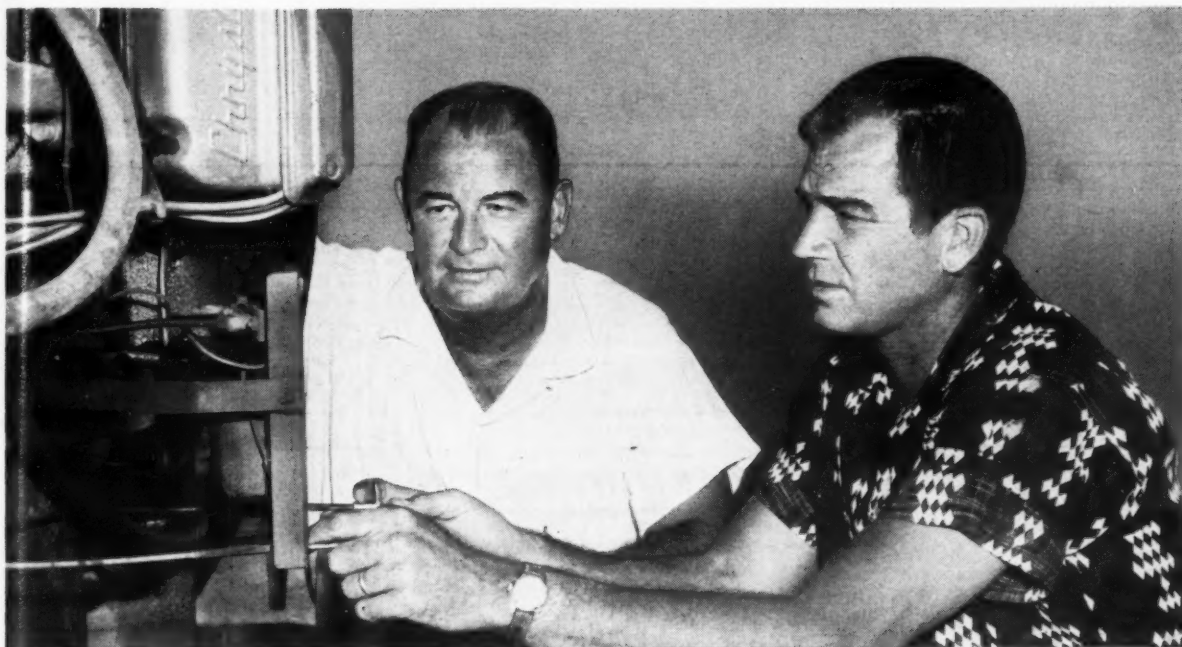


ORTHO Field Reports:



# Excellent pest control on vegetables

say leading vegetable growers



**"ORTHO saved us time, money and crops.** ORTHO field service and technical advice, coupled with their quality products, have given us the required insect and disease control necessary to grow vegetables in this area."

From a field interview with Mr. F. E. Machen (left) and L. J. Cox, Donna, Rio Grande Valley.

## A complete ORTHO pest control program can give you more complete crop protection

When you buy the ORTHO program, all the personal, on-your-ground technical advice and services of your ORTHO Fieldman are provided gladly and without any extra charge. Too, with ORTHO, you're associated with the leader. An ORTHO program gives you benefit of *all* the technical background—all the laboratory and field research—and *all* the formulating skills that have made ORTHO the number one line of agricultural chemicals in America today.

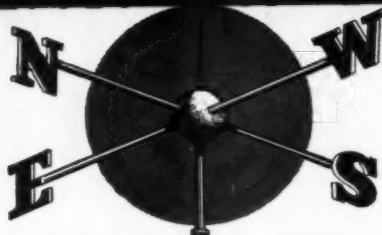


**Helping the World Grow Better**

**California Spray-Chemical Corp.**  
A Subsidiary of California Chemical Company

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ON ALL CHEMICALS, READ DIRECTIONS AND CAUTIONS BEFORE USE



- Florida Growers Hope for Weatherman Co-operation
- New Jersey Agriculture Department Promotion-Minded

## Reduce Dusting Applications

**CALIFORNIA**—Large-scale field trials with tomatoes in Ventura and Orange counties indicated that it was necessary to dust only one field once this season—and that was for tomato mites, and not worms, reports Al Holland, Orange County farm advisor.

Holland, along with Bob Brendler, of Ventura County, and Andrew Deal, University of California extension specialist from Riverside Citrus station, have conducted a series of tests to determine if the number of dusting applications could not be reduced.

Normally, growers start dusting vines for worms when the fruit is set; the treatment is repeated every fourth week, with four to six applications being made.

During the trials, weekly inspections were made and growers advised when to treat. Holland believes the inspection technique can cut dust applications to one or two treatments a year.—Neale Leslie.

## Eye Future with Optimism

**FLORIDA**—Just south of the golden beaches and frenzied nightlife of Miami, tractors gleamed in the September sun and growers looked to the future with an optimistic eye as the Redlands farm district in south Dade County came alive with activity. A few months before, the same growers were forced to the bottom of the financial cellar by freezes and floods.

Agriculture experts agree with the hopeful growers that, with favorable weather

crop could reach the quantity of former years. One of the largest tomato growers and shippers in the world, B & L Farms, filed a bankruptcy petition in August and asked for federal aid in reorganizing its finances. Other growers also suffered severe losses, and it was feared that they would be unable to obtain credit.

Credit has been extended—at least for one round of planting. B & L managed to set out 25 acres of tomato seedbeds—enough to plant 3000 to 10,000 acres of tomatoes. "We'll plant as many acres as we can," said one B & L spokesman in September.

"Most south Dade farmers are in debt as far as they can go," said one farm supply dealer. "But they haven't had a good year in three years, so everybody's hoping the same hope—that this is the year."—N. S. Hayden.

## Division Reorganized

**NEW JERSEY**—Promotion of state farm products is a rapidly expanding function of the State Department of Agriculture. Secretary of Agriculture Phillip Alampi has announced the transfer of the promotional activities to the Department's Division of Information, headed by Fred W. Jackson, of Pennington.

The promotional programs, including those bearing the State Seal of Quality,

will be correlated under the direction of Gerald E. Zich, of Trenton.

The 1958 production of processing tomatoes may hit record levels, according to the state Crop Reporting Service. Recent estimates placed this year's total yield at 268,800 tons, 56% above the 1957 drought-stricken crop. The per acre yield was indicated at 12½ tons.

## GOLDEN DATES

Dates of VGAA's Golden Anniversary Convention are December 8-11, 1958, Cleveland, Ohio. Headquarters, Hotel Cleveland. Meetings and exhibits, Cleveland Public Auditorium.

## Research Program Proposed

**TEXAS**—The first vegetable research program in the High Plains area will get underway next year, providing the state legislature approves a proposed budget for the project.

The proposal for establishment of the research project was made by Texas Agricultural Experiment Station at the request of Texas High Plains Vegetable Growers Council, headed by Kenneth Probasco, Lockney. The research would be conducted at TAES substation at Lubbock in co-operation with Texas Tech College.

The proposal calls for research work on adapted varieties, soil fertility levels, insect and disease control, weed control, irrigation and water management, cultural practices, and others. Probasco pointed out that lack

(Continued on page 20)

## HEAD FLORIDA POTATO COUNCIL

J. Abney Cox, Princeton, again heads Florida Potato Council as chairman. Other re-elected officers include Z. G. Holland, Hastings, vice-chairman; Joffre C. David, Orlando, secretary; and J. Emmett Kelly, Fort Myers, member of the executive committee. The council is a division of Florida Fruit and Vegetable Association. Last year's potato crop brought state growers more than \$15 million.

and good markets, this could be a record year. John Campbell, Dade County agent, and Bryan M. Page, of Florida State Employment Service, report that this year's Dade crop should bring 55,000 acres of tomatoes, pole beans, potatoes, and miscellaneous vegetables.

A record number of farm laborers, 11,800, were expected this year—1800 more than the previous record during the 1956-57 season. The number of workers dipped to 7000 last year because of the floods and freezes.

Plantings have had a three to four weeks delay this year, but Campbell said that this can be attributed to the unseasonal dry weather. Through the first week in September, growers planted 2000 acres of tomatoes, but plantings were continued at an increasing rate.

Doubts had been cultivated earlier this year as to whether the winter vegetable

# Know Your . . .

## VEGETABLE SEEDS

By VICTOR R. BOSWELL

U.S. Department of Agriculture

### SORREL

**SORREL**, also called sour grass, is *Rumex acetosa*, an herbaceous perennial that is close kin to dock, a common weed; it is a little less close kin to rhubarb.

The "seed," as is true of many vegetable seeds, actually is a fruit. This fruit is very tiny (about 27,000 per ounce), dark brown to nearly black, shiny, triangular in cross-section like a grain of buckwheat, and symmetrically tapered to both ends. It contains a single seed which also is triangular, conforming to the shape of the fruit. The fruit is called an achene. Unlike the achenes of rhubarb, those of sorrel have no papery or leathery wings attached to the three "corners."

Sorrel is a highly acid greens or potherb so little grown that no figures are available on either the seeds or the greens produced. A large part if not most of the seed produced is sold to home gardeners through the packet trade.



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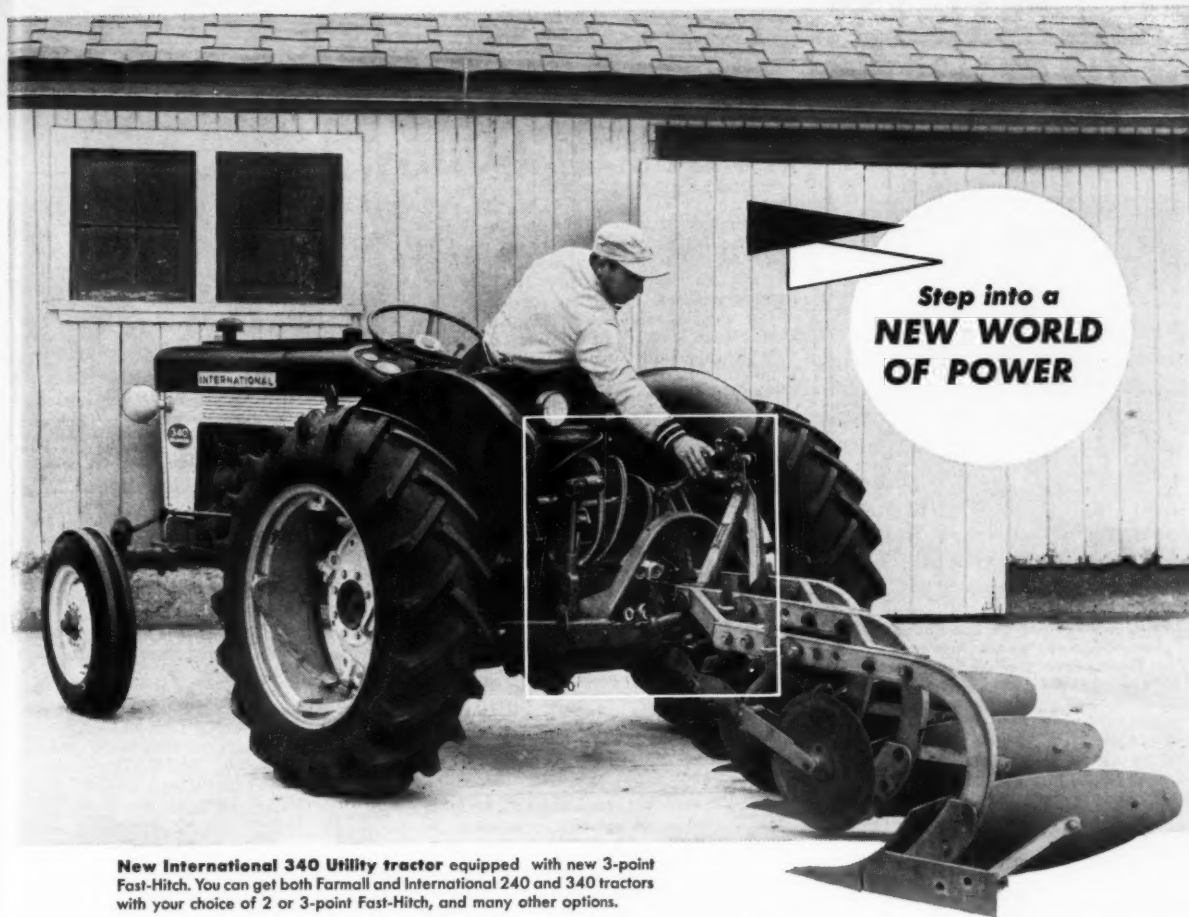
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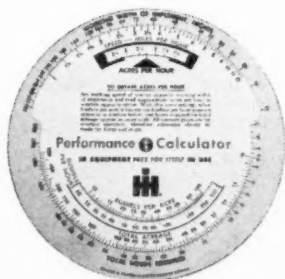


GROWER



New International 340 Utility tractor equipped with new 3-point Fast-Hitch. You can get both Farmall and International 240 and 340 tractors with your choice of 2 or 3-point Fast-Hitch, and many other options.

## NOW, faster 3-point hitching ...from the seat!



### GET YOUR HANDY PERFORMANCE CALCULATOR

Just move the dial on this pocket-size calculator to match tractor speed with implement width—then read off daily plowing, mowing, or harvesting capacity. You get the right answer fast... without figuring! Use this handy calculator to see how much more you can get done in a day with the greater power and extra job-matched speeds of new IH tractors. Get this handy calculator from your IH dealer!

Now, IH gives you faster, easier 3-point hitching with automatic latches on all three links. And you do better work than ever with any of your 3-point tools!

As with famous IH 2-point Fast-Hitch, you get up-and-down and side-to-side "float." Even wide implements work at uniform depth. Hinged lower draft links assure faster penetration—prevent shallow-out when crossing ridges.

You just set the handy Traction-

Control lever to add up to a half ton of weight to tractor drive wheels. New Tel-A-Depth gives you easy, precise implement control.

This new 3-point Fast-Hitch—for Farmall® and International® 240 and 340 tractors—mounts most 3-point tools of other makes. For superior work, select 3-point implements from the complete new line of McCormick 3-point equipment. These tools fit practically all 2 and 3-plow, 3-point-hitch tractors.

Try new IH 3-point Fast-Hitch! Hitch or switch implements from the tractor seat. Do better work than ever before—even with your present

3-point tools! Check the full line of new McCormick 3-point implements. Just call your IH dealer for a field trial. Set a demonstration date today!



SEE YOUR  
**INTERNATIONAL HARVESTER DEALER**

International Harvester Products pay for themselves in use—Farm Tractors and Equipment...Twine...Commercial Wheel Tractors...Motor Trucks...Construction Equipment—General Office, Chicago 1, Illinois



# ONE TIME PEAT POTS

**STURDY SHAPE HOLDING POTS**  
Made from finest horticultural Peat Moss and fertilized to compensate for decomposition of pot.



**PRICES PREPAID on 150 Pounds or more anyplace within the Continental United States**

4" PACKED 500 to 32 Pound Case		Azalea	
	Standard		
500 to 2,000	\$29.25 M	26.75 M	
2,500 to 9,500	26.75 M	26.25 M	
10,000 and over	25.25 M	24.75 M	
3" Square PACKED 1,000 to 37 Pound Case or Round Packed 1,000 to 25 Pound Case.			
	Square	Round	
1,000 to 9,000	\$18.25 M	\$13.25 M	
10,000 to 49,000	17.00 M	12.25 M	
50,000 and over	15.75 M	11.00 M	
2 1/4" Square PACKED 2,000 to 36 Pound Case or Round Packed 2,000 to 29 Pound Case.			
	Square	Round	
2,000 to 18,000	\$11.00 M	\$ 7.25 M	
20,000 to 74,000	10.25 M	6.75 M	
76,000 and over	9.50 M	6.25 M	
1 3/4" Square—PACKED 2,500 to 28 Pound Case			
2,500 to 17,500		\$ 7.00 M	
20,000 to 70,000		6.50 M	
72,500 and over		6.00 M	

Write for Price List of 100 Pack Cases  
A FEW CHOICE DEALER  
TERRITORIES AVAILABLE

## Visqueen Polyethylene Film

A few uses are: Mulching plants; greenhouses; cold frames; fumigating soil; covers for silage pits, hay stacks, machinery, equipment, supplies; enclose work areas; vapor and moisture seal in building construction and cement work; flashing.

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		Roll
3'x250'	.0015 Gauge Black Only	\$ 4.01
3'x1,000'	.0015 Gauge Black Only	15.42
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16 1/2"x200'	.002 Gauge Clear	23.53
3'x100'	.004 Gauge Clear	4.28
10 1/2"x100'	.004 Gauge Black and Clear	14.97
16 1/2"x100'	.004 Gauge Black and Clear	23.53
32'x100'	.004 Gauge Black and Clear	45.63
10'x300'	.006 Gauge Black Only	5.35
10 1/2"x100'	.006 Gauge Clear	22.47
16 1/2"x100'	.006 Gauge Clear	35.31
32'x100'	.006 Gauge Black and Clear	68.48

Write for prices on more than 10M sq. ft. and additional widths

**THE DAO CORPORATION**

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P.O. Box 659 Terre Haute, Indiana

## STATE NEWS

(Continued from page 18)

of information on insect and disease control alone reportedly reduced the income of High Plains vegetable growers last year by several million dollars.

### Group Holds First 'Day'

**NEW MEXICO**—The New Mexico Vegetable Growers Association, which is about a year old, held its first "day" this past summer at New Mexico A & M College. Some 150 state growers attended the event, which also was sponsored by State Department of Agriculture and the college agricultural extension service.

The 1958 vegetable crop in the state is expected to exceed \$5 million, of which 40% is raised in Mesilla Valley. W. A. Wunsch, supervisor of fruit and vegetable service, State Department of Agriculture, has estimated that the 1959 crop will top \$7 million, with about 30% coming from Mesilla. The valley is increasing in acreage; however, the percentage decline is due to the fact that other areas in the state are going into vegetable growing.

### Mobile Greenhouse

**OHIO**—Paul B. Ruetenik's mobile greenhouse enables this Vermilion grower to extend the greenhouse tomato season by a full month at Ruetenik Gardens.

The 90- by 200-foot glass house is moved from one plot to another by means of a power winch. The 75,000-pound structure is eased over rollers to its new location at the rate of about 5 feet a minute.

This year Ruetenik was able to pick tomatoes under glass until August 19, by

### VEGETABLE AND POTATO GROWERS TO MEET

Special sessions on potatoes, greenhouse and outdoor vegetables, along with a trade show, are scheduled for the 44th annual meeting of Ohio Vegetable and Potato Growers Association February 2-4, 1959. E. O. Williams, Lucas County agricultural extension agent, will serve as general chairman of the event, which will be held in Toledo. A program for the women also is being planned.

Last year more than 40 companies participated in the trade show, and present indications point to excellent participation in the next show. Firms interested in information on exhibit arrangements should write to Ohio Vegetable and Potato Growers Association, 1827 Neil Ave., Columbus 10, Ohio.—E. C. Wittmeyer, sec'y.

which time his fall crop had nearly a month's growth outdoors. Usually, greenhouse operators tear out old plants around August 1 and spend about two weeks preparing the soil for fall planting. Ruetenik's first tomatoes were ready for harvesting the latter part of September, compared with October 21 last year.

Ruetenik explains that his system not only saves time, but also cost of heat and labor of artificial pollination.

### Potato Chip Research

**COLORADO**—The relationship between soil temperature and the chipping qualities of several varieties of potatoes are being examined at Colorado State University Agricultural Experiment Station, near Rocky Ford. Experiments indicate that the warmer the soil, the better the chipping qualities, according to reports. Two varieties, Katahdin and Russett Rural, have been under test.

### Melon, Tomato Sales Drop

**GEORGIA**—Figures on the 1958 sale of watermelon and tomatoes for Cordele State Farmers Market show that they were far below those of 1957; however, cantaloupe sales increased this year over the previous year.

Charles Leger, manager of the market,



### BENSON TO ADDRESS VGAA CONVENTION

Secretary of Agriculture Benson is scheduled to be the keynote speaker on VGAA's Golden Anniversary program Tuesday afternoon, December 9. Mark the date in your memory book!

pointed out that only about 70% of the watermelon crop was harvested this year due to the low prices. Because of unusual weather conditions in the late winter and early spring, watermelon and cantaloupe were late so that they were harvested in Georgia, Florida, and South Carolina at the same time.

Watermelon sales in 1958 amounted to \$717,916; tomatoes, \$50,901; cantaloupe, \$170,245.

The 1957 sales on the same products were: watermelon, \$1,203,271; tomatoes, \$82,450; and cantaloupe, \$108,481. The 1958 cantaloupe sales increased more than \$60,000.—Pauline T. Stephens

### First in 30 Years

**VIRGINIA**—Hanover County Vegetable Growers Association, which got underway recently, represents the first such project of its kind in the Richmond area in 20 to 30 years. The only other such groups in the state are the sweetpotato and strawberry grower associations on the eastern shore, points out Charles C. Jones, marketing agent for Division of Markets, Virginia Department of Agriculture.

Organized in January of this year, the association has grown to include 148 members. Carl Sings is sales manager.

Tomatoes were handled first by the new group, with emphasis on quality packaging in 25-pound cartons. The sales outlet is also handling sweet corn, watermelons, and cantaloupe.

### New Position

**OREGON**—Dr. Andrew A. Duncan is serving as vegetable production specialist for Oregon State College Agricultural Extension Service, Corvallis. His position represents a new project started this past summer which deals with production of both processing and fresh market vegetables. Dr. Duncan previously served as extension vegetable specialist at University of Maryland for six years.—Robert Birdsall

### Cucumbers Resist Two Diseases

**NORTH CAROLINA**—For the first time, two new cucumbers offer resistance to both downy mildew and scab. Released in 1957 by North Carolina Agricultural Experiment Station, Fletcher and Ashe are of the fresh market or slicer type. Seed is expected to be available for commercial planting next year.

Get started **NOW**  
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**Kill**  
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**SOIL FUMIGANT**

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Liquid D-D soil fumigant is easy to apply. Inject it directly into the soil with pressure-feed or gravity-flow tractor attachment. Underground, it becomes a potent gas which spreads, killing nematodes.

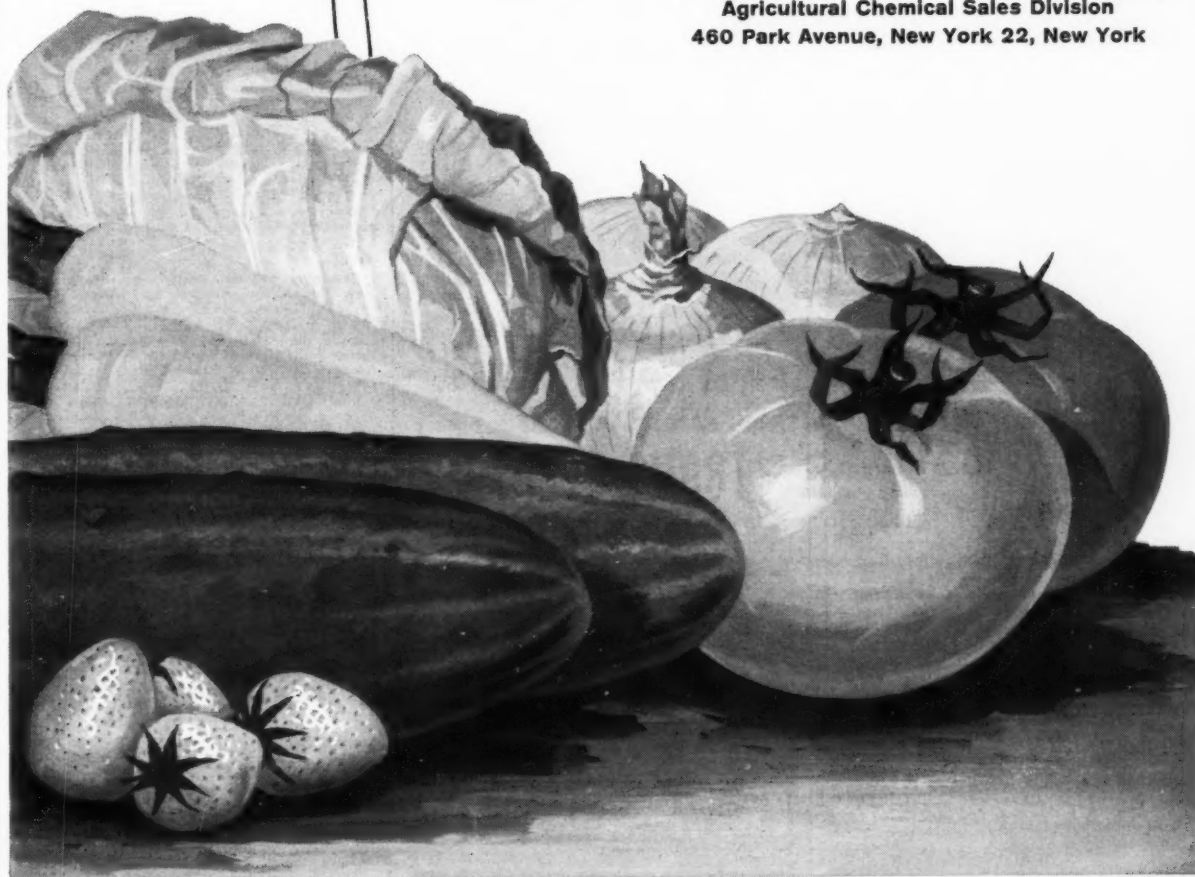
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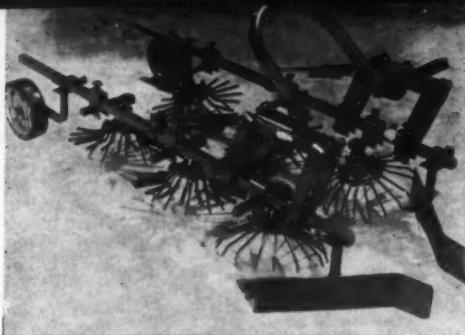
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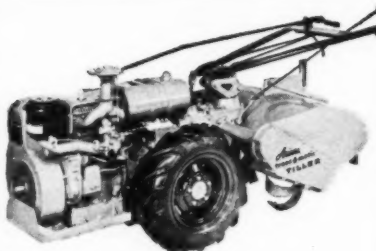
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## CALENDAR OF COMING MEETINGS AND EXHIBITS

Nov. 5-6—Western Growers Association, Biltmore Hotel, Los Angeles, Calif.—Frank W. Castiglione, Sec'y, 3091 Wilshire Blvd., Los Angeles 5.

Nov. 6-8—Texas Seedsmen's Association annual convention, Gunter Hotel, San Antonio.

Nov. 8—South Texas Vegetable Show, San Antonio.

Nov. 12—Washington State Council of Farmer Cooperatives, Benjamin Franklin Hotel, Seattle.

Nov. 17-19—National Potato Council, Hotel Washington, Washington, D. C.

Nov. 18-20—Washington State Weed Conference, Moses Lake.

Nov. 24—Iowa State Vegetable Growers Association, Hotel Hanford, Mason City.—C. L. Fitch, Sec'y, Ames.

Nov. 25—Southern Minnesota Vegetable Growers Association, Armory, Albert Lea.—Juel Nelson, Sec'y, Albert Lea.

Dec. 1-2—Washington Crop Improvement Association annual meeting, Pullman.

Dec. 3-4—North Central Weed Control Conference, Netherland Hilton Hotel, Cincinnati, Ohio.—C. J. Willard, Co-chairman, Local Arrangements Committee, NCWCC, H. & F. Bldg., Ohio State University, Columbus 10.

Dec. 4-5—Western Washington Research Extension Conference on Horticulture, Western Washington Experiment Station, Puyallup.

Dec. 7-11—National Vegetable Growers Association 24th annual convention, Buena Vista Hotel, Biloxi, Miss.—Grant Snyder, Nat'l Chairman, French Hall, U. of Mass., Amherst.

Dec. 8-11—Vegetable Growers Association of America Golden Anniversary Celebration, Cleveland, Ohio.—Joe Shelly, Sec'y, 528 Mills Bldg.,

### SEEDSMEN WILL BE THERE

Are you interested in a new variety? Your seedsmen at the VGAA Trade Show in Cleveland Public Auditorium will welcome an opportunity to discuss it with you. Also any variety problems you may have. Be sure to visit his exhibit.

17th St. and Pennsylvania Ave., N. W., Washington 6, D. C.

Dec. 11—International Hothouse Rhubarb Growers meeting, in conjunction with VGAA convention, Cleveland Public Auditorium, Cleveland, Ohio.—John Carew, Dept. of Hort., Michigan State U., East Lansing.

Jan. 7-9—Northeastern Weed Control Conference 13th annual meeting, Hotel New Yorker, New York City.—E. R. Marshall, Public Relations Committee Chairman, Union Carbide Research Farm, Clayton, N. C.

Jan. 12-13—Ohio Pesticide Institute annual winter meeting, Neil House, Columbus.—J. D. Wilson, Sec'y, Wooster.

Jan. 15-16—Annual Fruit and Vegetable Short Course, New Mexico A & M College, State College.—W. J. Wiltbank, Ext. Hort., State College.

Jan. 26-31—New Jersey Farmers Week, Trenton.

Jan. 28—Vegetable Growers Association of New Jersey, Inc., meeting and dinner, Trenton.—C. H. Nissley, Sec'y, New Brunswick.

Feb. 2-4—Ohio Vegetable and Potato Growers Association, 44th annual meeting, Commodore Perry Hotel, Toledo.—E. C. Wittmeyer, Sec'y, Hort. Bldg., Ohio State University, Columbus 10.

Feb. 9-11—Canners' and Fieldmen's Conference and Processors' School, Desher-Hilton Hotel, Columbus, N. J.

Feb. 17-19—Northwest Perishable Loss Prevention Short Course, Wenatchee-Yakima, Wash.

## FERRY-MORSE CO. PRESIDENT DIES

STEPHEN Beale, president of S Ferry-Morse Seed Co., Detroit, Mich., died recently in Grosse Pointe at the age of 55.

In 1926, Mr. Beale joined C. C. Morse & Co., of San Francisco, Calif., before the firm merged with D. M. Ferry & Co. He was promoted to the post of president in 1953.

He served as president of American Seed Trade Association in 1951-52, and was a life member of its board of directors.

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OUR SPECIAL CATALOG lists 87 selected strains planted by growers in 48 states. Send for your

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Co-op Manager Dave Barrow (second from right) looks on as inspectors examine trellis tomatoes.

## Marketing TRELLIS TOMATOES

**New England growers adopt new container, use federal inspection**

TWO important changes in marketing trellis tomatoes have been adopted this season by principal growers in Rhode Island and southern Massachusetts. They are government inspection and the use of a wirebound shipping container holding 25 pounds net.

These changes were spearheaded by Southern Massachusetts Growers Co-op. Association, Inc., Dighton, whose members account for about 450 acres of trellis tomatoes.

Dave Barrow, new general manager of the five-year-old co-op, points out that the purpose of his organization is to move more produce out of the local area. Both government inspection and the new container are expected to help extend the marketing area for trellis tomatoes and at the same time reduce labor costs in packing.

Because they are picked "pink," extra care must be taken in shipping trellis tomatoes.



Trellis tomatoes, trained to a wire suspended between posts, are grown off the ground.

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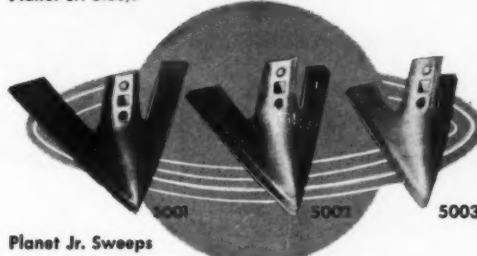


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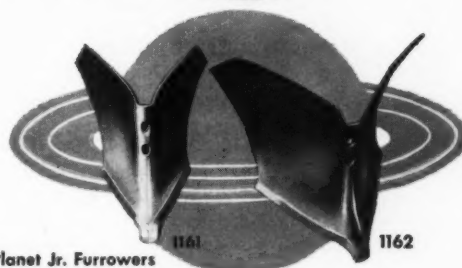
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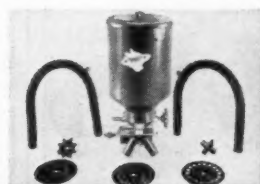
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☐ 9192X Seeder Unit

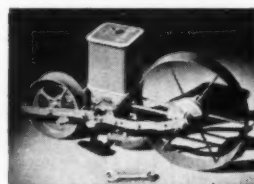
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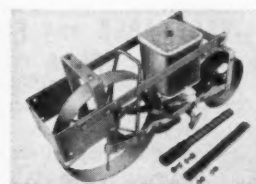
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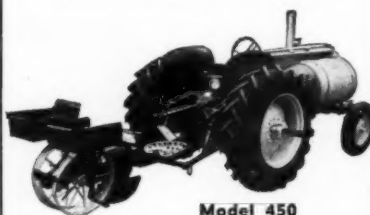
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## Answering Your QUESTIONS

Don't let your questions go unanswered. Whether large or small, send them with a four-cent stamp for early reply to Questions Editor, AMERICAN VEGETABLE GROWER, Willoughby, Ohio.

### POTATO STORAGE

I plan to build an underground dugout storage for potatoes but need some help in getting started. Can you suggest a bulletin or other source of information?—South Dakota.

The dugout storage requires heavy timbers to support the roof which can be covered with straw and earth, shingles, or rubberized roofing, according to Ext. Cir. 491, *Potatoes*, published by Agricultural Extension Service, South Dakota State College, Brookings.

Size of storage house needed can be determined by figuring that one square foot of storage space 6 feet deep will hold 4 bushels. Potatoes require cool storage with the humidity about 90%. If the right temperature and humidity are maintained, shrinkage should be low. Ideal storage temperature is around 40°.

A USDA bulletin, *Potato Storage*, is also available. Write Superintendent of Documents, Government Printing Office, Washington, D.C., and ask for Cat. No. AI. 9:1986. Enclose 15 cents to cover cost.

### PACKING HOUSE EQUIPMENT

I harvest my carrots in pallet boxes and haul them to storage for packaging. I would like the names of companies who manufacture box dumpers so I won't have to dump the pallet boxes with a chain rigged up on the lift truck. Also, please send the names of conveyor manufacturers.—Michigan.

We are sending our reader a tear sheet from our July Buyer's Guide issue.

### WHO SELLS SEED OF THE TOMATO

Glamour?—Florida.

Joseph Harris Co., Moreton Farm, Rochester, N. Y.

KC 146 & KC 1357—Illinois.

For information write to Campbell Soup Co., 100 Market St., Camden 1, N. J.

German Dwarf?—New York.

Gleckers Seedmen, Metamora, Ohio.

### CERTIFIED PLANTS

I am trying to line up some sources of certified Nancy Hall sweetpotato plants for next year. Can you help?—Florida.

These Florida sources were compiled by the State Plant Board of Florida: W. D. Landreth, Rt. 1, Pittsboro; Wimberly & Griffin, Houston; James L. Gatlin, Rt. 1, Eupora; and W. A. Gatlin, Rt. 2, Eupora.

### GROWING TOMATO PLANTS

I am considering growing my own tomato plants for my seed contract acreage in a plastic greenhouse. Could you give me an idea of what size house I'd need for 1000 plants and I can figure it out from there. I plant 4 x 4 in the field and roughly 3500 plants to the acre.—Michigan.

Most tomatoes raised in plastic houses are grown in flats 24 x 12 inches. Spacing in the flat varies—usually 2 x 2 inches or 3 x 3 inches. Thus at the first spacing each flat will hold about 72 plants. For 1000 plants you would need 15 flats or approximately 450 square feet of area. Add to this room for the heater and walks.

You might also experiment with field spacing of 2 x 5 feet or 1½ x 6 feet, now widely used by many big processing areas, especially New Jersey and Ohio.

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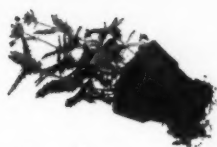
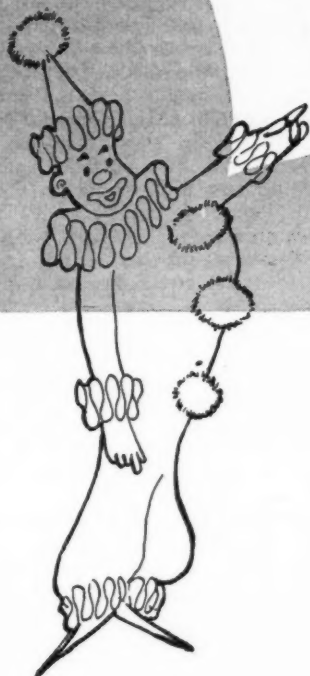
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GROWER

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Enjoy a gala carnival of Profit with Bird Growing Containers. Profit through low cost. Profit through time and labor saving. Profit through prime plants. Profit through top prices. Order from your distributor or send coupon for prices and complete information.



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Contains roots an average of 8-10 weeks, disintegrates after transplanting. Nutrient treated. Especially durable for annuals, bedding plants and vegetable plants intended for re-sale. Five sizes — 2¼", 2½", 3", 3½", 4".



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Strong, rigid, durable. Nutrient treated to feed plant. Rugged Rim. Ideal for transplanting to field, bench, larger containers. 2¼" or 3" round; 2½" or 3" square.



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Helps promote sales of twelve or six plants at one time. Light, durable, moisture control. May be used with Vita-Bands, Peat Pots, Vita-Green Pots. Three sizes.



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ALL SIZES IN STOCK. Write  
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3' x 100'	4.43	4.17	4.04
4'6" x 100'	6.28	5.89	5.69
6' x 100'	8.15	7.64	7.37
8' x 100'	10.60	9.90	9.54
10'6" x 100'	13.64	12.72	12.26
20' x 100'	25.31	23.55	22.68
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10' x 100'	19.17	17.86	17.20
16' x 100'	30.23	28.13	27.08
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Maybe you have been waiting for a very high efficiency machine. The Bruner Vegetable Harvester stands alone, nothing else comparable. These great specialty machines will only be made on order. IT IS IMPORTANT TO GET IN TOUCH—NOW.

Other specialty machines—Bruner Rotary onion and red beet windrower, stationary and mobile vegetable Topper units, "onion set" Topper cleaner, Rotary "in the row" gang Weeder.

**R. G. BRUNER Mfg. Co.**

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Warren, Mich.

## ORGANIZE ... To Remain Free

FFVA convention leaders urge  
action to ward off shackles

"FOOD for Thought" was the theme for the 15th annual convention of Florida Fruit & Vegetable Association held the end of September in Miami Beach. The members of the association who control 85% of the vegetable and potato tonnage shipped from Florida were joined by college and USDA research and extension workers, wholesalers, suppliers, and friends to swell the attendance to nearly a thousand.

### Doubled in Decade

In the past 10 years acreage devoted to Florida vegetables has nearly doubled. Florida growers have been able to adjust successfully to the changes brought on by this vast expansion because they are large farmers and the selling of their crops is in the hands of informed and trained men. Nevertheless, there are more violent changes on the horizon, it was brought out at the meeting.

The problem of the future, it was emphasized, is who will control agriculture. Dr. W. F. Black,



Florida Fruit & Vegetable Association has re-elected all officers and members of the executive committee. They include (left to right): Roy Vandergriff, Jr., Pahokee, president; Luther L. Chandler, Goulds; J. P. Harlike, Jr., Palmetto; Andrew Duda, Oviedo; Rudolph Mattson, Fort Pierce, vice-president; Joffre C. David, Orlando, secretary-treasurer and general manager.

manager of Florida Tomato Committee; A. E. Mercker, executive director of National Potato Council; S. R. Smith, director of fruit and vegetable division, USDA; and Carroll Streeter, *Farm Journal* editor, pointed out in a marketing roundtable that there are forces at work which would steal control from the farmer. Not the least of these is organized labor.

Business is also striving for con-

AMERICAN VEGETABLE GROWER

trol through which would much of the risk of loss

### Group Or

It was a preserve the organization farm co-operatives and fishment of ing groups tions.

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Combining more vitan increases, and biotin two vitam BY-500, I products, supplement high B-c They all 100. BY material.

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trol through integration and contracts which would eliminate for the farmer much of the possibility of profit and risk of loss.

#### Group Organization

It was agreed that growers must preserve their freedom through organization. One answer may be inter-farm co-ordination through the establishment of production and marketing groups and bargaining associations.

The resolute and far-sighted growers who can move to control the force of events rather than be controlled will win out, it was pointed out.

W. J. Klein, vice-president and director of sales promotion for Allis Chalmers Mfg. Co., was the keynote speaker at the convention. He emphasized the importance of good public relations for growers and warned, "You are going to have to step up your advertising and public relations if you expect to increase your sales volume."—R.T.M.

#### B-COMPLEX VITAMINS UP MUSHROOM YIELDS

**T**RREATMENT of commercial mushrooms with supplementary B-complex vitamins produces considerable increases in total yields.

This finding was revealed in recent experiments conducted by Ira C. Hoffman and Charles H. Hunt, Ohio Agricultural Experiment Station, Wooster. The two researchers undertook the studies to find a way of lengthening the heavy picking period of mushrooms, which usually drop in production after eight to 10 weeks.

The beds were filled with composted horse manure. The vitamins selected for trial were thiamine, riboflavin, nicotinic acid, pantothenic acid, pyridoxine, and biotin.

Combinations of two, three, and more vitamins produced even greater increases, except where pyridoxine and biotin were included. The latter two vitamins did not increase yields. BY-500, BY-100, milorganite, cyclone products, and Kapost were tried as supplementary organic materials with high B-complex vitamin contents. They all increased yield, except BY-100. BY-500 was the most effective material.

BY-500 where used alone was the only supplement which gave a significant increase in the B-vitamin content of mushrooms. In this instance, riboflavin was increased.

Located on a well-traveled highway? Working drawings for an attractive, easy-to-build roadside stand are available for \$2.00 from AMERICAN VEGETABLE GROWER, Willoughby, Ohio.

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**48" Potato Washer**

SAVE THE HIGH COST  
OF HAND CUTTING  
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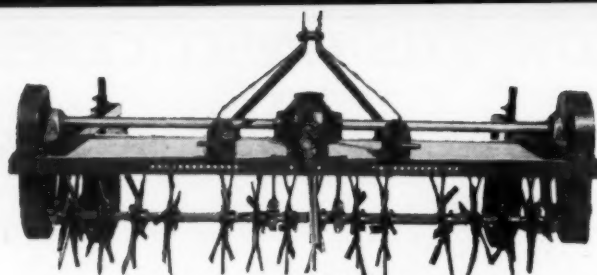
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To be used on large or small farms. Increases crop yields, makes crops healthier and in turn keeps your soil rich and full of humus.

This implement is built of the best materials, with best workmanship. The fingers are adjustable to different width rows. The implement measures 7 feet 8 inches long and weighs approximately 800 pounds.

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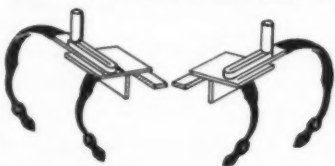
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## FORCING TOMATOES TUCKCROSS O and TUCKCROSS W

Att: Greenhouse Tomato Growers; Seed of **Tuckcross O** (Tucker's Forcing x Ohio WR3) and **Tuckcross W** (Tucker's Forcing x Waltham Moldproof Forcing) F<sub>1</sub> Hybrid Tomatoes now available for the first time in commercial quantities. Developed by Prof. Lambeth, Missouri State Univ. and fully described in an article in the Sept. issue of Am. Veg. Grower.

1/16 oz. ....	\$3.30
1/4 oz. ....	11.00
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For information write to Dept. SM 58.

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Phone 299

## PREPACKAGING . . . A BUSINESS FOR YOU?

**THINKING** of getting into the vegetable prepackaging business on a commercial scale?

Here is some information you might consider before going into this rapidly-expanding industry. The data is based on a survey of 29 commercial vegetable and fruit prepackagers in 12 northeastern states during the 1954-55 season.

1) Value of equipment ranged from \$2000 to \$178,837 per company, with \$40,675 as an average. Buildings were valued from \$9000 to \$150,000 per firm, averaging around \$62,500. Thus, the average investment would amount to about \$100,000.

2) A total of 31 different vegetables and five fruits were prepackaged. Carrots accounted for 40 million packages or about 26%; spinach, 35 million or 23%; radishes, 19 million or 13%.

3) Usual length of seasonal operation of these 29 firms averaged 10 3/4 months each year.

4) Corporate chain food stores bought about 62% of the prepackaged produce, followed by wholesalers and jobbers, about 26%; and independent retailers, 13%.

5) The firms surveyed delivered about 54% of the tonnage of prepackaged produce to buyers. About 88% of it was delivered in trucks owned by the prepackager and about 12% in hired trucks. Out of some 144 million pounds handled, more than 12% was delivered in refrigerated trucks owned by the commercial prepackagers and almost 1% in hired refrigerated trucks.

The survey was conducted by M. P. Rasmussen and B. A. Dominick, Jr., of Cornell University, Ithaca, N. Y. It represents part of a study on prepackaging initiated by the Northeastern Regional Vegetable Marketing Technical Committee and was undertaken jointly by Cornell and the Agricultural Marketing Service of USDA.

## A SIMPLE TOOL

**A** NEW electrical device being tested by USDA research workers holds promise as a simple tool to help growers determine when to irrigate.

The device measures moisture stress—an indicator of the plant's moisture needs. Two small prongs of the gadget are stuck into the stem of the plant. The prongs are two stainless steel electrodes connected to an ohmmeter. The ohmmeter measures the plant's electrical resistance, which goes down as moisture goes up.

AMERICAN VEGETABLE GROWER

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## POINTERS ON USING AMMONIA

**H**EAVER-textured soils hold anhydrous ammonia better than light soils, reports Robert M. Hanna, soils extension specialist, Rutgers University, New Brunswick, N. J.

Summing up recent research findings, Hanna points out that loss of ammonia from a sandy loam can be twice as much as the loss from a silt loam soil.

Besides soil texture, moisture as well as depth and width of application are important factors contributing to the usefulness of ammonia, says Hanna.

Researchers found that loss of ammonia on a sandy loam soil of 2% moisture was 18%, while loss from soil with a moisture content of 10% was only 12% 36 hours after application.

Loss of ammonia from a 3-inch depth may be 50 to 60% greater than when it is applied 6 inches deep, he continues.

Ammonia moves only 2 or 3 inches from the point of injection, and concentration is too great at the point of release to be absorbed by the small amount of soil moisture. Closer spacing of application would increase the efficiency of the use of ammonia by crops, Hanna concludes.



**CARROT DIGGER**

Using digger attached to tractor with 3-point hitch, Thompson Brothers, market gardeners of Middlesex County, Framingham, Mass., dig five rows of carrots at a time. Hitch gives depth to digger, shown in operation above.

Before harvest, tops are cut 5 to 6 inches high with rotary chopper to avoid tangles and make picking easier. Tops cut too short are hard to break off. Bulldozer digging blade (photo below) slips below root level, loosens soil width of bed.—Charles L. Stratton.



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Low-Cost Convertible

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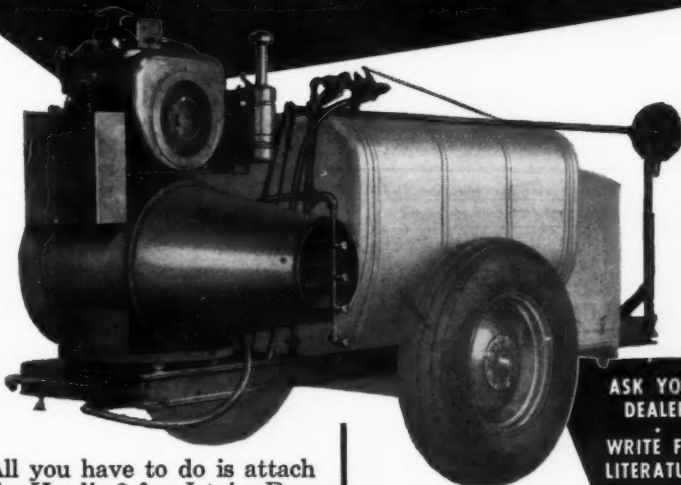
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- Covers 14 to 20 rows of potatoes, tomatoes, etc. with a controlled blanket of mist. Sprays 100 to 120 acres per day.
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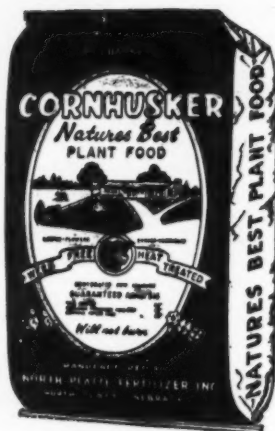
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Resistant strains for your  
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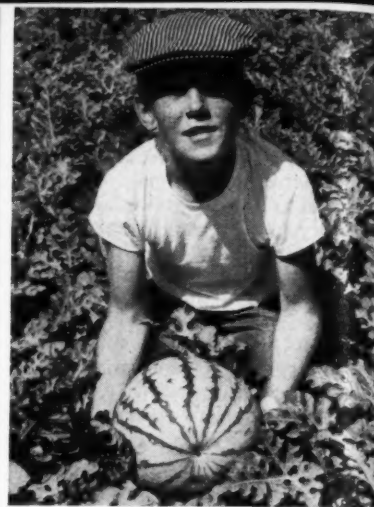
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Chris-Cross, the most commonly-grown variety in Iowa, was used in the field station experiment.

### HOW MUCH

## NITROGEN FOR MELONS?

**Tests in Iowa reveal effect of  
different application levels**

By **LEWIS E. PETERSON**

*Muscatine Island Fruit Station, Fruitland, Iowa*

A MEDIUM level of nitrogen application produces the most economic watermelon yields.

This finding was revealed in trials conducted the past 9 years at Iowa State College Muscatine Island Field Station, Fruitland, to determine how much nitrogen to use.

Buckner coarse sand, the soil type used most extensively for watermelon production in the state, was selected for the study. This soil is low in organic matter and dries out rapidly. Supplemental irrigation was applied at the rate of 1 inch each week if rainfall did not supply the amount. Animal manures also were used (essential for maximum yields, regardless of the kind of commercial fertilizers used).

### Highest Yields

Three levels were maintained in plantings that received 6 tons of manure and 250 pounds of 5-20-20 (or 4-12-8) before planting. Some plots received no additional nitrogen. Others received additional nitrogen at the rate of 50 (medium) and 100 pounds (high) per acre. The medium level produced the highest yields.

Increasing the production 2.2 tons

AMERICAN VEGETABLE GROWER

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per acre by applying 50 pounds of nitrogen would, of course, be profitable. However, the returns from the extra nitrogen will vary from season to season. The previous crop in rotation may be a factor causing this variation.

A large yield increase was noted in the experiment when watermelons followed nitrogen-depleting crops, such as sweetpotatoes and grain sorghum. The increase following a legume, such as cowpeas turned under for green manure, was negligible. The response to nitrogen was intermediate between these extremes when melons followed rye.

The different nitrogen levels had little effect on early yields or average weight per fruit. The increase in total yield was due to the greater number of melons produced during the latter part of the growing season.

Amount of nitrogen applied should be kept at the lowest level possible consistent with satisfactory yields. During the last three years of the experiment, fruits were examined for quality factors. Both the medium and high levels slightly increased the amount of hollow heart when compared with the low level. However, none of the melons was considered unmarketable.

Time of application had little effect on yield or quality. Since nitrogen is likely to leach from sandy soils, preplanting applications were compared with side-dressing during a three-year period of the experiment. However, heavy leaching rains did not occur during this trial. When these infrequent conditions occur, melons may respond more to side-dressing.

It is desirable to determine fertilizer needs from a soil test. During this study, soil tests indicated a consistently low level of nitrogen.

Fertilizer was placed either under the row or banded during the trial.

EFFECT OF DIFFERENT NITROGEN LEVELS		
Nitrogen Level	Additional N Pounds Per Acre	Yield: Tons Per Acre
SIDE-DRESSING		
Low	None	12.8 (7-yr. avg.)
Medium	50	15.0 (7-yr. avg.)
High	100	12.6 (4-yr. avg.)
PREPLANTING (3-yr. avgs.)		
Medium	50	17.2
High	100	15.9

Higher rates are usually necessary when it is broadcast on the field.

Based on this study, fertilizer application of 250 pounds of 5-20-20 plus 150 pounds of 33-0-0 would give the equivalent of the medium

level for highest yields. This would be satisfactory when side-dressing is practiced, but a single analysis would be best when fertilizer is applied before planting. A preplanting application of 1-1-1 ratio, such as 500 pounds of 10-10-10, may be expected to give similar results, with application adjusted to the fertility level of each field.

THE END.

## CONCENTRATED ENERGY

**P**OTATO chip bars—made of crushed potato chips, compressed and cut into 3-inch strips about five-eighths inch thick and one inch wide—are being developed for USDA and Army Quartermaster Corps scientists primarily for use by servicemen.

The bars have potato-chip flavor and potato-chip crunch, yet need only about one-twentieth the storage space of ordinary chips. Because they are a concentrated source of energy, they may prove to be a practical food to stockpile for emergencies.

In USDA tests it was found the bars could be canned in nitrogen or air. Either way, they stayed fresh when stored up to six months at room temperature, and some maintained their quality at 100° F.

# HARRIS SEEDS

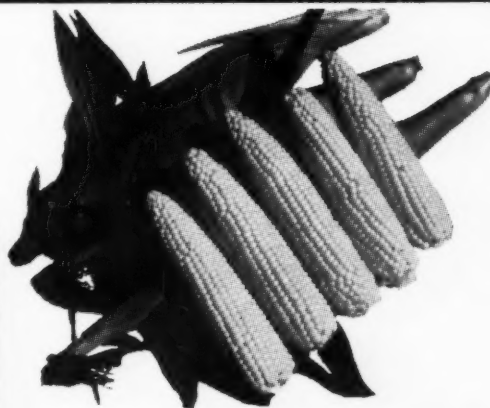
**For BIGGER, BETTER Crops**



## Harris' MORETON HYBRID

*Famous for Big Picks of Fine, Large Fruit*

South, East and Midwest, tomato growers are switching to Moreton Hybrid. It's early yet continues to bear tremendous crops all season. Fruits are large, firm and attractive with solid, meaty interiors of brilliant red color. Best of all, growers say, its supreme flavor brings customers back for more.



## Harris' New GOLD CUP

*Tremendous Yields of Small-Grained, Attractive Ears*

Heavy crops of 7½ inch ears, well filled with 14-16 rows of deep, narrow, glossy kernels. Smooth, dark green husks. Finest market type and excellent quality. Sturdy, upright plants with few suckers. Ready to pick in about 80 days. We believe you will like this one.

**For complete details on the famous Harris specialties that set the pace on many markets, write for our FREE Market Growers' and Florists' Wholesale Price List, ready about Dec. 1st.**

**Joseph Harris Co., Inc.**

75 Moreton Farm

Rochester 11, N. Y.

## Special Christmas Offer

AMERICAN VEGETABLE GROWER makes this Special Offer of 15% discount to readers who order two or more books on vegetable growing and allied subjects. Order must be received before December 10, 1958.

A partial list of books follows. If it doesn't contain the books you want, let us know.

● **Vegetable Production and Marketing**, by Paul Work and John Carew. This practical book covers culture, harvesting, storage, and marketing. Individual chapters cover the major crops. 537 pages. \$5.24

● **Handbook for Vegetable Growers**, by James Edward Knott. Much of the widely scattered information on vegetable growing is packed into this pocket-size handbook. A "must" for every vegetable grower. 238 pages. \$3.75

● **Vegetable Growing**, by James S. Shoemaker. How, when, and where you can profitably produce 40 different vegetables. 515 pages. \$6.50

● **The Tomato**, by Paul Work. A practical treatise on the tomato for the amateur as well as the commercial grower. 136 pages. \$2.50

● **The How-to Book on Strawberries**, by Robin Wyld. A book for the beginner in strawberries. Cartoon illustrations show how to plant, tend, and harvest strawberries. 112 pages. \$1.50

● **Practical Horticulture**, by James S. Shoemaker and B. J. E. Teskey. For the gardener or student who wants a practical and easy-to-follow reference and guide to the how, what, and why of horticultural operations. 374 pages. \$4.20

● **Plant Regulators in Agriculture**, edited by H. B. Tukey. 17 specialists present the many different uses of plant regulators and tell what they are, how they operate, how plants respond. 269 pages. \$4.50

● **Principles of Weed Control**, by Ahlgren, Klingman, and Wolf. Here are the interesting facts, fundamentals, and revolutionary control techniques of this new, fast-moving science. Easy to understand. 368 pages. \$4.00

● **Profitable Roadside Marketing**, by R. B. Donaldson and W. F. Johnstone. A practical handbook for the successful operation of a roadside market. 142 pages. \$2.00

● **Pesticide Handbook**, by Donald E. H. Frear. 10th edition, just published. Lists trade names, active ingredients, uses, and manufacturers of spray chemicals and pesticide equipment. 216 pages. \$1.50

● **The Care and Feeding of Garden Plants**, authored by 14 leading authorities. First book of its kind to acquaint the home gardener with plant hunger signs. Color plates make it easy to identify deficiency symptoms. 184 pages. \$3.00

● **Hunger Signs in Crops**, authored by 19 recognized soil experts. Companion book to *The Care and Feeding of Garden Plants*. Color photographs will help you identify crop deficiencies. 370 pages. \$4.50

● **Harnessing the Earthworm**, by Thomas J. Barrett. A practical inquiry into soil-building, soil-conditioning, and plant nutrition through action of earthworms, with instructions for propagation and use of domesticated earthworms for soil-building. 184 pages. \$2.75

● **Destructive and Useful Insects**, by Metcalf, Flint, and Metcalf. Contains descriptions and photographs of all fruit and vegetable insects. 1071 pages. \$12.50

● **Spraying, Dusting and Fumigating of Plants**, by W. S. Hough and A. F. Mason. Tells how to apply insecticides, fungicides, soil fumigants, herbicides, and growth regulators. 726 pages. \$12.50

● **The Recovery of Culture**, by Henry Bailey Stevens. Here is a book which will give you a new outlook and stimulate your thinking. 247 pages. \$3.00

Prices subject to change without notice.

Books sent postpaid on receipt of check or money order.

Use this handy coupon when ordering.

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Willoughby, Ohio

Please send me postpaid the following BOOKS:

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## VEGETABLE GROWER ASSOCIATIONS AFFILIATED WITH VEGETABLE GROWERS ASSOCIATION OF AMERICA

Secretaries of these associations welcome inquiries  
from readers regarding membership

Name	Secretary
National Association of Greenhouse Vegetable Growers	Chas. W. Sanderson, 434 Schofield Bldg., 2014 E. 9th St., Cleveland 15, Ohio.
Bridgeport Fruit and Vegetable Growers	Andrew Beres, Milford, Conn.
Fruit and Vegetable Producers Marketing Association of Manchester, Inc.	Eugene Gogliardone, R.D. 2, Andover, Conn.
Hartford Vegetable Growers	Joseph Brill, 227 Wolcott Ave., Windsor, Conn.
New Haven Farmers' Co-op.	John Coolac, Todds Hill Rd., Branford, Conn.
New Haven Growers, Inc.	Chas. R. Bishop, Guilford, Conn.
New London Vegetable Growers	Albert V. LaFramboise, Brooklyn, Conn.
Florida Fruit and Vegetable Association	Joffe C. David, 4401 E. Colonial Dr., Orlando, Fla.
Illinois State Vegetable Growers Association	Charles W. Benck, Manhattan, Ill.
Southern Illinois Vegetable & Small Fruit Growers Association	Herman Ihle, Murphysboro, Ill.
Cook County Truck Gardeners' and Farmers' Association	Henry Gerken, 5435 Giddings St., Chicago, Ill.
Peoria Vegetable and Fruit Growers' Association	Earl Stoeker, 216 S. Washington St., Peoria 2, Ill.
St. Clair-Monroe-Madison County Vegetable Growers Association	Herman Landwehrmeier, Rt. 2, Box 129, Granite City, Ill.
Indiana State Vegetable Growers Association	Dr. Homer Erickson, Dept. of Horticulture, Purdue University, Lafayette, Ind.
Indianapolis Vegetable Growers Association	H. D. Fulmer, 902 N. Meridian St., Indianapolis, Ind.
Marion County Greenhouse Growers	Robert Roehling, 414 E. South St., Indianapolis, Ind.
Iowa State Vegetable Growers Association	C. L. Fitch, P.O. Box 421, Station A, Ames, Iowa.
Maine Vegetable Growers Association	Robert W. Paulson, Deering Hall, University of Maine, Orono, Maine.
Maryland Vegetable Growers Association	Herman A. Hunter, Dept. of Horticulture, University of Maryland, College Park, Md.
Boston Market Growers Association	Robert E. Young, 240 Beaver St., Waltham, Mass.
Michigan Muck Farmers Association	Dr. Robert Lucas, Science Soils Dept., Michigan State University, East Lansing, Mich.
Minnesota Vegetable Growers Association	Orrin C. Turnquist, Dept. of Horticulture, University of Minnesota, St. Paul 1, Minn.
Missouri Vegetable Growers Association	Arthur Gaus, 200 Whitten Hall, University of Missouri, Columbia, Mo.
Vegetable Growers Association of New Jersey, Inc.	George Trautwein, Closter, N.J.
New Jersey State Horticultural Society	Ernest G. Christ, Dept. of Horticulture, Rutgers University, New Brunswick, N.J.
New York State Vegetable Growers Association	William Giddings, Baldwinsville, N.Y.
Empire State Potato Club	John K. Jackson, Savannah, N.Y.
Onondaga Vegetable Growers Co-op., Inc.	Ben Meyer, Woodchuck Hill Rd., Fayetteville, N.Y.
Ontario County Vegetable Council	Joseph Robson, Hall, N.Y.
Rochester Area Growers	Donald Shoemaker, 823 Lake Rd., Webster, N.Y.
Cincinnati Produce Growers Association	A. F. Schneider, Rt. 2, Alexandria, Ky.
Cleveland Greenhouse Vegetable Growers Association	Chas. W. Sanderson, 434 Schofield Bldg., 2014 E. 9th St., Cleveland 15, Ohio.
Columbus Vegetable Growers Association	Leo Gaffin, 3437 S. High St., Columbus, Ohio.
Hamilton County Vegetable Growers Association	Jerome Vanden Eynden, 5285 Ridge Ave., Cincinnati 13, Ohio.
Marietta Truck Growers Association	Howard C. Doak, Rt. 2, Marietta, Ohio.
Northern Ohio Truck Growers Association	Stanley E. Wolfe, Detroit Rd., Rt. 1, Elyria, Ohio.
Ohio Greenhouse Co-op. Association	Richard Ellis, 935 Schofield Bldg., 890 Euclid Ave., Cleveland, Ohio.
Toledo Greenhouse Co-op. Association	E. B. Wright, 2762 W. Bancroft St., Toledo, Ohio.
Pennsylvania Vegetable Growers Association	Ralph Grob, R.D. 1, Millersville, Pa.
Association of Virginia Vegetable and Potato Growers	Walter F. McCaleb, Jr. (Executive Vice-President), P.O. Box 125, Belle Haven, Va.
Badger Vegetable Growers Co-op.	Norman Sorenson, Rt. 1, Sturtevant, Wis.
Milwaukee Gardeners Association	John Schoenemann, 5327 S. Howell Ave., Milwaukee 7, Wis.
Wisconsin Muck Farmers Association	John Schoenemann, 5327 S. Howell Ave., Milwaukee 7, Wis.
Wisconsin Potato Growers Association	W. James Prosser, Antigo, Wis.



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GROWER

## Peat Pots

A new line of peat pots in several sizes now available. They have a rugged rim for extra strength.



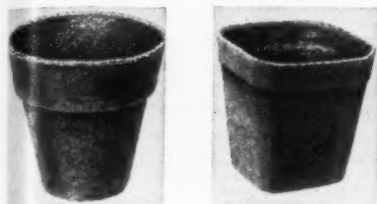
young vegetable seedlings in the initial stages of growth. Do not write for a catalog. Write to: Inc., East Valley, California. These are the

## Belt Shredder

A belt shredder is an effective machine for shredding, blending, and mixing compost, animal manure, and other materials. Farmers know. It has always been used. It is no longer a novelty. It is a part of the equipment of the farmer above. The

## Peat Pots

A new line of nutrient-treated peat pots in square or round models is now available. Both models have a rugged rim around the top to give extra strength. The nutrient feeds



young vegetable plants during the initial stages of growth. At transplant time the entire pot is planted. Why not write Bill Marland, Bird & Son, Inc., East Walpole, Mass., for details. These are the best we have seen.

## Belt Shredder

A belt shredder is the best and most effective method of shredding, mixing, blending, and aerating soils, compost, and dressings, as you growers know. Heretofore a belt shredder has always been more expensive. This is no longer true, with the development of the model "8" pictured above. The entire unit weighs only

# New for You

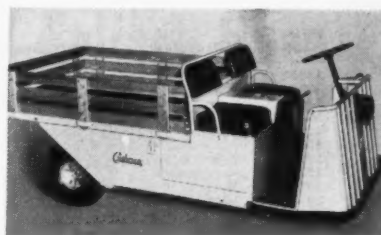
140 pounds and is easily maneuvered wherever you need it. There are no



blades to sharpen; a spring-loaded retarding sweep prevents jamming by sticks or stones. A truly amazing machine . . . write to Royer Foundry and Machine Co., 158 Pringle St., Kingston, Pa., for full details.

## 1000 Uses

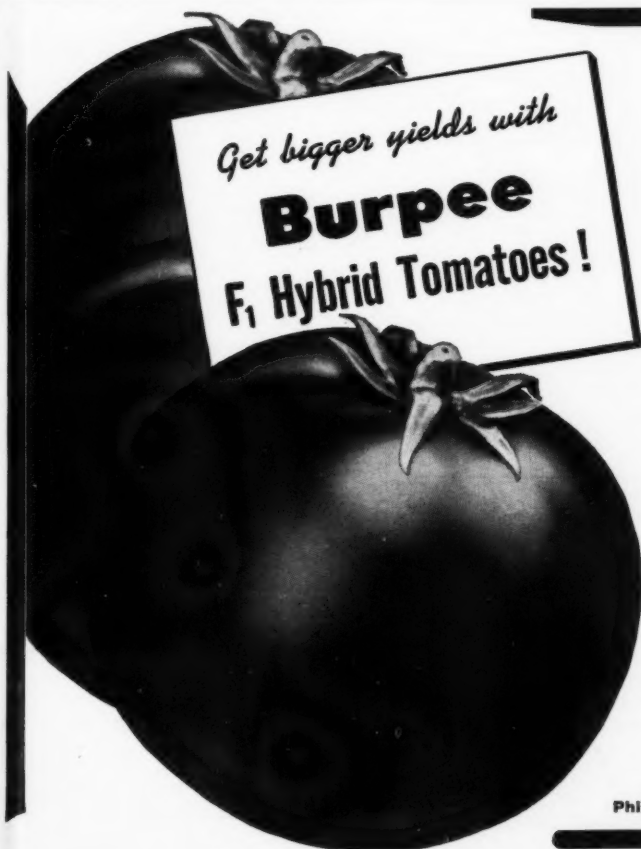
Last week I saw a grower who was using one of the flatbed electric trucks pictured below. The machine has two forward and one reverse



speeds. Hydraulic brakes and automatic-type steering make it easy to handle. The grower I talked with found 1000 uses for the Truckster, which has a 19-foot-square carrying capacity. He used it for harvesting, to supply his roadside stand, and to carry pickers and equipment over his

Be sure to mention **AMERICAN VEGETABLE GROWER** when writing to manufacturers.

acreage. This new machine makes a lot of sense. Write Cushman Motors, 900 N. 21st St., Lincoln, Nebr., for details.



## Burpee's BIG BOY® Giant Hybrid Tomato

—rated tops by thousands of growers. These largest of all our hybrid tomatoes look luscious—smooth, firm, thick-walled giants . . . and are famous for flavor and high yield, even late in the season.

## Burpee's Big Early Hybrid Tomato

Smooth, meaty giants to help you capture the early market. Ready in 62 days, and a big, heavy producer of fruits averaging 7.6 ounces over a long season.

## Make more money with these Burpee F1 Hybrids, too:

Burpee Hybrid Cantaloupe, Burpee Hybrid Cucumber, Burpee Hybrid Zucchini, Burpee Hybrid Eggplant and Burpee's Fordhook Hybrid Watermelon.

Send today for your free copy of Burpee's 1959 Catalog of special wholesale prices for commercial growers.

## W. ATLEE BURPEE CO.

Wholesale Seed Growers

Philadelphia 32, Pa. Clinton, Iowa Riverside, California



## CHRONOLOGICAL HISTORY OF VEGETABLE GROWERS ASSOCIATION OF AMERICA 1908-1958

Year	President	Vice-President	Secretary	Treasurer	Meeting Place	Action Taken
1908	E. A. Dunbar	S. J. Perry	Sam W. Severance	S. B. Chester	Cleveland, Ohio	Organized.
1909	E. A. Dunbar	S. J. Perry	Sam W. Severance	S. B. Chester	Ashtabula, Ohio	Constitution and By-laws formulated.
1910	C. W. Waid	F. DeKleine	Sam W. Severance	M. L. Ruetenik	Grand Rapids, Mich.	
1911	H. F. Hall	H. F. Hall	Sam W. Severance	M. L. Ruetenik	Boston, Mass.	Vegetables exhibited.
1912	H. F. Hall	C. West	Sam W. Severance	M. L. Ruetenik	Rochester, N.Y.	A registration bureau vested in VGAA for vegetable varieties.
1913	H. F. Hall	C. West	Sam W. Severance	M. L. Ruetenik	Philadelphia, Pa.	
1914	W. J. Ritterskamp	H. F. Thompson	Sam W. Severance	E. A. Dunbar	Cleveland, Ohio	*Commercial exhibits started.
1915	M. L. Ruetenik	D. R. Comly	Sam W. Severance	E. A. Dunbar	Chicago, Ill.	61 life members on books.
1916	M. L. Ruetenik	Howard W. Selby	Sam W. Severance	Eugene Davis	Springfield, Mass.	Dehydrated vegetables at banquet.
1917	Howard W. Selby	H. F. Thompson	Sam W. Severance	Eugene Davis	None	Coal secured for greenhouses.
1918	Howard W. Selby	C. W. Waid	Sam W. Severance	Eugene Davis	Detroit, Mich.	Women took part in convention.
1919	Howard W. Selby	Louis F. Miller	Sam W. Severance	H. J. Cheney	Columbus, Ohio	Voted to co-operate with AFBF.
1920	E. A. Dunbar	Louis F. Miller	Sam W. Severance	H. J. Cheney	Albany, N.Y.	Colony King contest started.
1921	Louis F. Miller	H. A. Dooley	Sam W. Severance	H. J. Cheney	Indianapolis, Ind.	Est vegetables for vitamins.
1922	Louis F. Miller	A. H. McLennan	C. H. Nissley	H. J. Cheney	Buffalo, N.Y.	**Campaign started.
1923	H. F. Thompson	A. H. McLennan	C. H. Nissley	H. J. Cheney	Louisville, Ky.	Norwood made organization secretary.
1924	H. F. Thompson	A. H. McLennan	George E. Starr	H. J. Cheney	Providence, R.I.	Purnell Bill passed.
1925	W. H. Weinschenk	A. H. McLennan	W. R. Beattie	H. J. Cheney	Cleveland, Ohio	Seitz Affiliation Plan adopted.
1926	Walter Marion	C. F. Jones	Frank Held	H. J. Cheney	Syracuse, N.Y.	Affiliation plan subsequently modified so that large groups could affiliate for \$25.
1927	Walter Marion	Earl M. Page	W. R. Beattie	H. J. Cheney	South Bend, Ind.	This finally resulted in a membership of 77,985 by 1941.
1928	F. E. Seitz	Henry Marquart	Frank Held	H. J. Cheney	Philadelphia, Pa.	
1929	F. E. Seitz	Henry Marquart	Frank Held	R. E. Wood	Milwaukee, Wis.	
1930	Henry Marquart	John H. Budzien	Frank Held	R. E. Wood	Cincinnati, Ohio	
1931	Henry Marquart	John H. Budzien	Frank Held	A. J. Dreisbach	Indianapolis, Ind.	Agricultural labor defined.
1932	George A. Sweet	R. F. Sams, Jr.	Frank Held	A. J. Dreisbach	St. Louis, Mo.	Industrial tours.
1933	George A. Sweet	R. F. Sams, Jr.	Frank Held	A. J. Dreisbach	Toronto, Canada	Visited Ferry-Morse trials.
1934	R. F. Sams, Jr.	John Christensen	H. D. Brown	A. J. Dreisbach	Hartford, Conn.	Hunger symptoms in vegetables published.
1935	R. F. Sams, Jr.	John Christensen	H. D. Brown	A. J. Dreisbach	Cleveland, Ohio	62 exhibits, registration exceeded 750.
1936	John Christensen	John Heag	H. D. Brown	A. J. Dreisbach	New York, N.Y.	Research emphasized.
1937	John Christensen	John Heag	H. D. Brown	A. J. Dreisbach	Detroit, Mich.	War problems considered.
1938	John Heag	A. C. Thompson	H. D. Brown	A. J. Dreisbach	Chicago, Ill.	O.P.A. price regulations.
1939	John Heag	A. C. Thompson	H. D. Brown	A. J. Dreisbach	Pittsburgh, Pa.	Plans laid for enlarged activities
1940	A. C. Thompson	Frank J. Klein	H. D. Brown	A. J. Dreisbach	Chicago, Ill.	605 attended banquet.
1941	A. C. Thompson	Frank J. Klein	H. D. Brown	A. J. Dreisbach	Rochester, N.Y.	Dues increased—Sustaining.
1942	F. J. Klein	Leo J. Hagemann	H. D. Brown	A. J. Dreisbach	Cleveland, Ohio	Kelsey award made.
1943	F. J. Klein	Leo J. Hagemann	H. D. Brown	A. J. Dreisbach	Baltimore, Md.	Publicity agent hired.
1944	Milton C. Allen	Milton C. Allen	H. D. Brown	A. J. Dreisbach	Indianapolis, Ind.	New constitution & by-laws—1st vegetable queen.
1945	Milton C. Allen	Milton C. Allen	H. D. Brown	A. J. Dreisbach	Milwaukee, Wis.	American vegetable award started.
1946	R. O. Reich	Walter Pretzer	H. D. Brown	A. J. Dreisbach	Atlantic City, N.J.	Junior executives honored.
1947	R. O. Reich	Walter Pretzer	H. D. Brown	Elmer Stell	Tampa, Fla.	Vegetable Cookery published.
1948	Walter Pretzer	A. Lee Towson, Jr.	H. D. Brown	Elmer Stell	St. Louis, Mo.	Plans made for Washington, D.C., office.
1949	Walter Pretzer	A. Lee Towson, Jr.	H. D. Brown	Elmer Stell	Syracuse, N.Y.	Dues now based on size of enterprise.
1950	Walter Pretzer	A. Lee Towson, Jr.	H. D. Brown	Elmer Stell	Washington, D.C.	Plaque unveiled in Washington, D.C.
1951	Walter Pretzer	A. Lee Towson, Jr.	H. D. Brown	Elmer Stell	Grand Rapids, Mich.	More attention devoted to legislation.
1952	Walter Pretzer	A. Lee Towson, Jr.	H. D. Brown	Elmer Stell	New Orleans, La.	
1953	A. Lee Towson, Jr.	James D. Swan, Jr.	H. D. Brown	Elmer Stell	Cleveland, Ohio	
1954	A. Lee Towson, Jr.	James D. Swan, Jr.	Joseph S. Shelly	Elmer Stell		
1955	James D. Swan, Jr.	Paul Ruetenik	Joseph Shelly	Elmer Stell		
1956	James D. Swan, Jr.	Paul Ruetenik	Joseph Shelly	Elmer Stell		
1957	Paul Ruetenik	George DeVries	Joseph Shelly	Elmer Stell		
1958	Paul Ruetenik	George DeVries	Joseph Shelly	Elmer Stell		

\*Incorporated under laws of the District of Columbia Sept. 11, 1923.  
\*\*C. W. Waid elected organization secretary; served six years.

## THE NEXT 50 YEARS

(Continued from page 16)  
men will control the marketing of vegetables just as a few now exert their influence on the automobile industry.

Buyers will act increasingly as contract negotiators with grower groups arranging for the production of particular varieties at specified seasons and prices. Growers not under contract will find these buyers unrelenting in their demand for large volume, dependable supply, and uniform quality. Chain stores are determined to sell vegetables as they sell soap and corn flakes—with a maximum of quality control and a minimum of price fluctuation.

**No More Hand Labor.** Mechanical harvesters for snap beans, pickles, and tomatoes are now "in orbit." Single-harvest crops, such as carrots, beets, potatoes, and spinach, succumbed rapidly to the machine. Multi-harvest crops follow as soon as the plant breeder and the engineer devise

a suitable compromise between yield and efficiency. Hand harvest of most vegetables will soon be outmoded.

Expect containers of only two sizes—individual consumer packages designed to fit each crop and bulk boxes for pallet handling all the way from the field to the store.

Full-automatic and mobile cleaning, grading, packaging, and cooling equipment will eliminate most packing-shed crews. Automatic bagging

### VISIT THE EXHIBITS . . .

Machinery, equipment, and supplies for vegetable growers will be on display in Cleveland Public Auditorium during VGAA's Golden Anniversary, December 8-11. Take advantage of this opportunity to get first-hand information on the latest developments in equipment especially designed for the vegetable field.

equipment has already made this possible with topped radishes. Only a little imagination is required to visualize mechanical harvesting of tomatoes from dwarf plants, electronic grading for color, size, and defects, and automatic tube filling with men needed only to operate machines and check quality control.

**Science.** Count on cheap power to have a marked impact on farming—especially with regard to equipment and irrigation. De-salting ocean water comes closer to being an economic possibility each year. With low-cost atomic energy to transport it, look for vastly increased water supplies inland.

Growth regulator research to date has yielded little of value to commercial vegetable growers. But the possibility of accurate control over flower, fruit, and vegetative growth without harmful side effects looms bright before the eyes of many scientists. A breakthrough is inevitable.

Watch for most vegetables to be hybrids in a few years. Seedsmen like the built-in patent of a hybrid and growers benefit from their increased vigor and uniformity. Once eye-appeal characteristics are achieved, more efforts will go into breeding for flavor and nutritive value.

Pest control scientists have a bubbling enthusiasm for the future. Count on systemic insecticides and fungicides to become standard and yet non-toxic to humans. Soil steri-

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lization will be an accepted practice, like fertilizing, and give season-long control of weeds and nematodes.

Home canning and freezing will go the way of bread-baking and soap-making as food technologists turn out products with a truly fresh flavor and texture. Radiation preservation, vitamin and mineral-fortified foods, and oven-ready dishes will cater to housewives who will average less than 15 minutes a day in meal preparation.

No phase of agriculture has as bright a future as horticulture. Vegetables and fruits are the very foundation of modern diets. Small-volume, inefficient producers will suffer the same fate as the little independent stores to whom they now sell. An open road is ahead, however, for the enterprising grower who will produce for rapidly changing markets. Make your plans now. THE END.

## FROM E. A. DUNBAR

(Continued from page 15)

must be dictated by efforts to amalgamate a widely diverse membership behind a common cause. Such a cause might well include a concerted effort to make vitamin-rich leafy vegetables more convenient and more palatable for immediate consumption. This might include the co-operation of salad dressing manufacturers in



H. D. Brown, author of the article, *From E. A. Dunbar to Paul Ruefenik*, is shown at right in above photo receiving the coveted Kelsey Award during 1948 VGAA convention. Presentation is being made by Bob Reich. Dr. Brown served as secretary of VGAA for 20 years, from 1934-53. He is retired from Department of Horticulture, Ohio State University and Ohio Agricultural Experiment Station, and is now research co-ordinator for The National Potato Chip Institute, Cleveland.

a salad-for-health program. This project would insure the continued concern of VGAA in the health of the nation. THE END.

### NEW PROCEDURE

USDA has issued a report on a new inspection procedure for measuring the quality of tomatoes for processing. This new procedure can be successfully based on 1) an objective color measurement by use of photoelectric instruments, and 2) a subjective estimation of defects in the fruit. A free copy of the report, *Judging Quality of Tomatoes for Processing by Objective Color Evaluation, with Subjective Estimation of Defects*, Marketing Research Report No. 235, may be obtained from Office of Information, U. S. Department of Agriculture, Washington 25, D.C.

NOVEMBER, 1958

# Spray up to 20 Acres per hour with 6X and 8X Concentrations without danger of Foliage Burn!

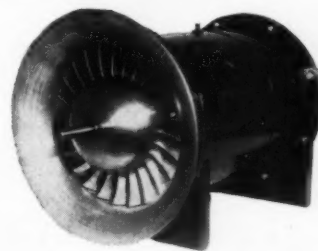


## The Buffalo Turbine Model CPS Axial Flow Sprayer MAKES IT POSSIBLE

Concentrate spraying increases profits and decreases maintenance costs. Buffalo Turbine users report cuts in spraying costs of over 50%. It is the answer to increased competition in the vegetable business.

The MODEL CPS operates from the rear, power take-off of any two-plow tractor. The powerful Axial Flow Blower easily covers more than 20 rows, efficiently and effectively with either dust or spray—separately or both at the same time. Will handle both emulsifiable and wettable powder insecticides and fungicides.

Buffalo Turbine gives you the most for your sprayer dollar—stainless steel tanks, mechanical agitation, Turbine type Axial Flow Blower, heavy steel channel frame, completely hooded for weather protection—plus one man operation, low first cost and low maintenance cost.



The heart of all Buffalo Turbine Sprayers—the exclusive Axial Flow Blower.

- Velocities from a gentle breeze to 180 M.P.H.
- 14,000 cu. ft. of air per minute.
- Turbo - Dust or Turbo - Spray separately or both at the same time.

Write for complete catalog and prices.

**BUFFALO  
TURBINE**

## BUFFALO TURBINE

AGRICULTURAL EQUIPMENT CO., INC.

68 Industrial St.

Gowanda, N.Y.

***LABELS* for CRATES**  
BASKETS • HAMPERS • LUGS • CANS

**BRANDAU CRAIG DICKERSON CO.**  
304-306 TENTH AVE. SO. NASHVILLE 3, TENNESSEE

## SENECA PROLIFIC HYBRID STRAIGHTNECK SUMMER SQUASH

Most Popular Hybrid, Earlier, Uniform Color and Shape; More Production when Prices are High.

Write today for Robsons 1959 Vegetable and Flower Seed Catalog.

**ROBSON QUALITY SEEDS, INC.**

Hall, N. Y.  
THE HOME OF SENECA SEEDS

## PUBLIC AUCTION VEGETABLE FARM EQUIPMENT

GREENHOUSE — Field and Packinghouse Equipment Sale  
November 14th — 10 A.M.

Write or phone for list

**GEORGE A. SWEET  
FARMS**

P.O. Box 192 — Phone A 6192  
FORT WAYNE, INDIANA

Come and Visit Us . . .

in Booth 320, Public Auditorium,  
Cleveland, December 8-11,  
1958, during VGAA's Golden  
Anniversary Convention.

**AMERICAN FRUIT GROWER**  
Willoughby, Ohio

## MotorHotelGuide

The newest and largest resort motel in Miami is the APACHE! All the luxury of an ocean-front hotel. Swimming pool, putting green, kiddie playland, and an exotic cocktail lounge with nightly entertainment. Accommodations are superb, rooms individually air-conditioned.

**APACHE  
RESORT MOTEL**

10651 Biscayne Blvd.  
MIAMI, FLA.

## OPPORTUNITY ADS

Only 25c a word for one-time insertion; 20c a word for two-time insertion; 15c a word for four-time insertion—CASH WITH ORDER. Count each initial and whole number as one word. Copy must be in 15th of second month preceding date of issue. ADDRESS AMERICAN VEGETABLE GROWER, Willoughby, Ohio.

### BOOKS

BERRY BOOK: "THIRTY YEARS OF BERRIES." Raspberries and strawberries. 84 pages, price \$1.00 P'paid. ROY TURNER, 1525 S. Livingston St., Peoria, Ill.

THE HOW-TO BOOK ON STRAWBERRIES. The layman's primer, the professional's reference and everyone's factual guide to more and better strawberries. \$1.50. AMERICAN VEGETABLE GROWER, Box 107, Willoughby, Ohio.

TOMATO GROWERS—JUST PUBLISHED 1958 American Tomato Yearbook. Crammed with important facts. Send \$2.00. Complete volume 1951-1958. \$10.00. AMERICAN TOMATO YEARBOOK, Box 540-A, Westfield, New Jersey.

"PRUNING MANUAL", "GRAFTER'S HANDBOOK". Complete books on pruning, grafting fruit trees, plants. Each \$8.75 Postpaid. PHILLIPS BOOK COMPANY, Box 453, Ronceverte, W. Va.

DRUG MEDICINES DISAPPOINT, DISILLUSION. Why defeat nature's spontaneous recovery efforts? New 25¢ book, MEDICINES OF NATURE describes seven universal curatives freely available everywhere. M-PRESS, Coalmont 143, Tennessee.

### BUSINESS OPPORTUNITIES

GUARANTEED MARKET! EARN READY cash raising fishworms for us! Backyard, garage, basement! We buy your crop! Exciting details free! OAKHAVEN 25, Cedar Hill, Texas.

FOR SALE: MODERN BASKET FACTORY. Have been in business for 56 years. Price \$32,000. Owner retiring. Write ANDOVER BASKET MFG. CO., Andover, Ohio.

EARN CASH FROM STRAWBERRY SALES! Get our How-To Book on Strawberries that gives common sense treatment of the must and must-not in strawberry culture. Fully illustrated. \$1.50. AMERICAN VEGETABLE GROWER, Box 107, Willoughby, Ohio.

### ENLARGEMENTS

TWO BEAUTIFUL OIL COLOR 8 x 10 ENLARGEMENTS from any photo or negative (returned) \$1.00. PORTRAITCO, A780, Sweetwater, Texas.

### FOR SALE—EQUIPMENT & SUPPLIES

WOOD LETTERS FOR ATTRACTIVE SIGNS. Inexpensive. Permanent. NORTHLAND PRODUCTS, Route 22282-GR, Rockland, Maine.

FOR SALE: SEVERAL GOOD USED BLOW type Row Crop Power Sprayers which have been taken in trade by our dealers on Myers new Row Crop Concentrate Sprayers. Your inquiries would be welcomed by WATER SUPPLIES, INC., Ashland, Ohio. Phone 2-1565.

VEGETABLE AND STRAWBERRY GROWERS. For better and larger crops, investigate Black Polyethylene mulching film. For information and prices, write: Box 957, Crystal River, Florida.

ONE STATIONARY D4 CATERPILLAR diesel engine; large Niagara duster; speed sprayer; two box nailing machines; one orchard trailer; one large International truck (Produce body) priced to sell now. MILLS BROS. ORCHARDS, Middletown, New York. Diamond 2-2429.

STORAGE: DESIGN AND PLANS AVAILABLE for controlled atmosphere, cold or freezer use. Will construct or supervise, furnish materials and refrigeration equipment, no obligation. Write JIM CANTY & SONS, INC., 813 Broadway, Toledo 9, Ohio.

## OPPORTUNITY ADS

BUY, SELL AND TRADE—Readers and business firms will get top advertising value at low cost from AMERICAN VEGETABLE GROWER "Opportunity Ads." RATES—25c per word for one insertion; 20c per word per month for two insertions; 15c per word per month for four insertions or more. Count each initial or whole number as one word. CASH WITH ORDER.

AMERICAN VEGETABLE GROWER reserves the right to reject or alter any copy which does not merit its standards.

### HELP WANTED

A NATIONAL SEED COMPANY NEEDS exclusive sales representatives to cover various sales areas. All territories protected. An interesting and profitable job which can be handled in your spare time. Applicants must be respected in their community and an asset to our company. Please reply AMERICAN VEGETABLE GROWER, Box 112, Willoughby, Ohio.

### WANTED

Sideline salesman now contacting Vegetable Growers, Nurseries, Florists, etc., to represent National Rubber Band Manufacturer. Attractive commission arrangement. Repeat business. Write Box 110, American Vegetable Grower, giving territory covered, experience, etc.

### INVENTIONS WANTED

ARE YOU INTERESTED IN OFFERS FROM reliable manufacturers for your invention? Patented, unpatented. HARVEY ASSOCIATES, Dept. 8A, Cambridge, Maryland.

### MISCELLANEOUS

FOURMONE COMPOST ACTIVATOR TURNS garden wastes, manures, sawdust, etc., into compost. Easy and safe to use. 3 oz. trial can \$1.00 (treats approximately 6 tons garden wastes) ½ lb. \$2.25, 1 lb. \$3.95 postpaid. Lower prices for quantities. Free literature from FOREIGN PRODUCTS CORP., 21 Washington St., West Orange, N.J.

BANANA PLANT, GROWS ANYWHERE—Indoors, outdoors. \$1.50. Postpaid. P. SULEN, Ladylake, Fla.

SHELLED PECAN HALVES—DIRECT FROM orchard. \$1.20 per quart postpaid. Three quart minimum order. Money refunded if not satisfied. HOWELL ORCHARDS, Camp Hill, Alabama.

SAVE 80% ON YOUR CAR AND TRUCK upkeep. Monetize data 25c. Address: FRANZ, 1210 Magnolia Avenue, Los Angeles 6, Calif.

### OF INTEREST TO WOMEN

LEARN PROFESSIONAL CAKE DECORATING. Details free. DECO-SECRETS, Venice 33, Calif.

SEW APRONS AT HOME FOR STORES. No charge for material to fill orders. In our fourth successful year. Write: ADCO MFG. CO., Batrop 8, Louisiana.

### ORCHARD FOR SALE

APPLES. 100 ACRES. HALF 8 YEARS OLD. Best varieties. New buildings. 15,000 bushel cold storages. Four water systems. Equipment. Finest location. Bargain. Request details! ELLENWOOD ORCHARDS, Carpenter, Ohio.

### PLANTS AND NURSERY STOCK

DWARF APPLE TREES. 24 VARIETIES and Dwarf Cordon Apple Trees. Priced low. BAUM'S NURSERY, RFD 4, Danbury, Conn. VEGETABLE PLANTS. OUTDOOR-GROWN plants. Write for complete wholesale list of popular varieties. Cabbage, popular varieties—\$4.75 per 2,000. RED ACRE Cabbage—\$3.50 per 1,000. Onions, popular varieties—\$4.75 per 6,000. HYBRID Onions, Yellow Spanish—\$6.50 per 6,000. Packed 1,000 to a new basket; tops up, roots down, on damp moss; except Onions, shipped in new, wooden crates. Shipped by express. All guaranteed, fresh pulled, true to name. State inspected. FARRIER PLANT CO., B. B. BROWN, Box 1058, Morris Co., Omaha, Texas.

### WANTED

WANTED: TRANSPLANTER, DIGGER. Irrigation pipe, all sizes. D. LAWYER, Plains, Montana.

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NOVEMBER,



## THE VAUGHAN AWARD

THE annual Vaughan cash prize and medal, awarded each year for the best paper published in the *Proceedings of the American Society for Horticultural Science*, was presented this year to two California scientists—Irving L. Eaks and Leonard L. Morris.

The Vaughan award is sponsored by Vaughan's Seed Company, Chicago, Ill., having been established in honor of Leonard H. Vaughan, son of John Charles Vaughan, who founded the company in 1876.



Leonard Vaughan

Leonard, who was born in 1880, was enrolled in the department of horticulture of Cornell University in 1900, during the period of Liberty Hyde Bailey's active teaching. Upon graduating in 1903 he entered the family business and shortly was placed in charge of the vegetable seeds and greenhouse departments.

Following the example of his father, he devoted much time to furthering the interests of horticulture. He was president of American Seed Trade Association in 1911, of Society of American Florists in 1929, and of Illinois State Florists' Association in 1941 and 1942.

After Leonard Vaughan's death in 1943, his eldest son, John Charles, became president of the company. Three other sons, Gager Throop, Warren L., and Edward H., are also active in the business.

This year's two award winners are with the University of California, Dr. Eaks being assistant plant physiologist at Citrus Experiment Station, Riverside, and Dr. Morris associate professor and associate olericulturist at Davis.

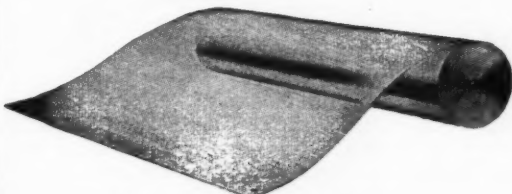
Their prize-winning article, entitled, "Deterioration of Cucumbers at Chilling and Non-Chilling Temperatures," shows that for best market quality cucumbers should be held slightly above 50° F. during handling, transit, and storage.



Leonard Morris

## POLYETHYLENE FILM

### Transparent



### BLACK MULCHING GRADE

.0015" Mil. 3 ft. Wide by 500 ft. Long

\$12.00 a Roll

6 to 9 Rolls Deduct 20%

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## Sizes and Prices

Our Polyethylene film is .004 mil. thick and this is medium weight, and cost considered, is the most satisfactory.

3 ft. wide by 100 ft. long	\$6.00 a roll
4 ft. wide by 100 ft. long	\$8.00 a roll
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8 ft. wide by 100 ft. long	\$16.00 a roll
10½ ft. wide by 100 ft. long	\$21.00 a roll
20 ft. wide by 100 ft. long	\$40.00 a roll
6 Rolls to 9 Rolls	Deduct 20%
10 Rolls or More	Deduct 25%

### Big Sample Bargain

Big useable sample piece 10 ft. long by 3 ft. wide. Send \$1.00 cash, check or stamps for this big sample by mail, postpaid

## ONLY THE GENUINE MECHANICAL TRANSPLANTER

### \*IRRIGATES TRANSPLANTS — — ON THE SPOT! —

With Exclusive Automatic Flo-Check Water Valve with "Magic Air Control"

- \* SETS MORE PLANTS PER HOUR
- \* SETS THEM 100% PERFECT TOBACCO, SWEET POTATOES, LETTUCE, STRAWBERRIES, ETC.



Write For Latest Information on Transplanting, also Price List

Dealer Inquiries Invited

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- POSITIVE ACTION NEOPRENE GRIPPERS
- QUICK-CHANGE SPACING
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## ZON SCARECROW

Positive protection. Uses carbide or acetylene. No pilot. Retails \$59.50. (Dealerships available)

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## MODERN GROWING VAL® PEAT POTS

They are sturdy yet porous enough to provide aeration and penetration of plant roots promoting faster and heavier growth. Eliminates transplant shock, growth check, and pot removal. Earlier and larger crops.

Square sizes  
1½"-3"  
Round sizes  
2¼"-3"-4"



For Peppers, Melons, Tomatoes and other crops. Send for price circular and samples.

## VAUGHAN'S SEED CO.

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## ARCO Open Ring

### RUBBER BANDS for your fresh VEGETABLES

Over 300 Varieties  
Sizes & Colors

SEND FOR FREE  
SAMPLES



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## A Man of Integrity

JOE SHELLY spent only four years of his short but active career as executive secretary of Vegetable Growers Association of America, but his influence and the mark of his personality will remain.

He was the first full-time secretary for VGAA, and he opened a Washington office to speak for growers in the halls of Congress. This in itself is noteworthy. But his great achievement was in bridging the differences between vegetable groups and, through his dedicated efforts, in influencing grower groups to pull together. He was able to do this because he was sincere and well liked. There was no doubt about his integrity.

He was a team worker, a man of ideas, and he didn't spare himself in getting out and talking to growers in an effort to spread the gospel of united action through a united national organization. His efforts took place during a period of history when

the future of the vegetable industry was dark. Threatened on the one side by controls over other forms of agriculture which stimulated unfair competition, and on the other side by harassment through regulations and red tape, he was the spearhead of vegetable-grower resistance.

Joe Shelly entered the battle with enthusiasm and energy, although at the beginning his lack of experience in Washington politics was a big handicap. He took many knocks and setbacks, but he was not deterred.

It was his dream and his vision of the future that VGAA would grow into one of the strongest of farm organizations. Let us hope that his passing during this golden anniversary of the vegetable industry is prophetic. His vision can be a beacon to the future, leading the way to a stronger, more independent, and truly national vegetable organization which will protect and unite a strong, independent vegetable growing industry.

## All Under One Roof

MANY of our readers have written us telling why they will attend the golden anniversary celebration of Vegetable Growers Association of America in Cleveland on December 8-11, 1958.

There are many good reasons why it is worthwhile for you to attend but one of the better reasons is often overlooked. This is the trade show and educational exhibits. Probably nowhere again, under one roof, will be brought together such a wide display of specialized equipment of all kinds for vegetable production together with exhibits of spray machinery and spray materials for insect and disease control, herbicides, fertilizers, and new strains of seeds.

At the trade show you will have an opportunity to talk to the breeders of new and improved varieties. Breeders are interested in your problems. They have developed varieties for specific purposes, varieties that may solve many of your problems and greatly increase your production.

The improved vegetable planters, transplanters, seeders, harvesting machines will be worth your careful

scrutiny, as will the new tractors with their plowing and fitting equipment. A first-hand view of the 1959 sprayer lines is sure to prove informative.

Representatives of chemical manufacturers will endeavor to help solve your particular insect and dis-

ease problems. The herbicide producers will gladly tell you how you can reduce your weed problems. First-hand information on specific fertilizers for vegetable production,

### QUOTE-OF-THE-MONTH

**Training is everything. The peach was once a bitter almond. Cauliflower is nothing but cabbage with a college education.**

—Mark Twain

the placement of fertilizers, the various kinds of nutrients will be available.

A full-scale greenhouse will be erected in the center of the exposition floor in which will be growing tomatoes, cucumbers, watercress, and other vegetables representative of the industry in the Cleveland area. Over 400 acres are devoted to greenhouse vegetable production in metropolitan Cleveland.

A visit to the exhibit hall of this convention will give you new ideas and put dollars in your pocket. Home of the trade show and the meeting is the Cleveland Public Auditorium, one of the largest and most finely appointed exhibit halls in the nation. All growers are welcome.

## First in Europe

MATERIALS and machinery depicting the story of prepacking, from field to consumer, were featured during the International Prepacking Exhibition last month in London, England.

The first international event of its kind in Europe, the three-day exhibition was one of the biggest prepacking displays staged in any country.

The exhibition was organized by Produce Prepackaging Development Association for European Productivity Agency and Ministry of Agriculture, Fisheries, and Food.

### Coming Next Month

- Guide to 50th VGAA Anniversary Meeting:  
Final List of Exhibitors  
Diagram of Convention Hall
- Research Findings and Grower Experiences with PLASTIC Greenhouses
- Trends in Production and Marketing of Greenhouse-Grown Vegetables
- Forecasting Tomato Supplies from Time of Planting Data
- Cantaloupe Production in Florida

AMERICAN VEGETABLE GROWER

### VEGETABLE CONVENTION



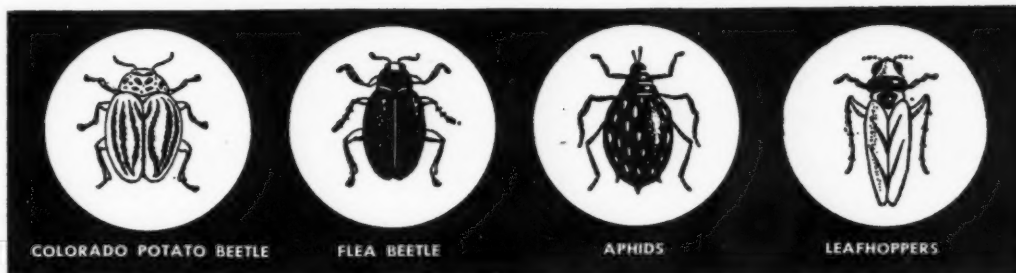
"Friends, the time and place have come for all good men to talk turkey!"



# Thiodan

A Noteworthy New Broad Range Insecticide for Potatoes

## *Kills'em All!*



### NIAGARA POTATO FUNGICIDES OF PROVED EFFECTIVENESS

#### Niagara Nabam

An organic liquid fungicide, compatible with most insecticides. Controls many diseases, particularly early and late blight.

#### Niacide Z

A new organic potato fungicide containing zinc salts. Niacide Z gives exceptionally good control against early blight.

### NIAGARA THIODAN GIVES ONE SHOT CONTROL OVER ALL COMMON POTATO PESTS

Thiodan is a name for potato growers to remember. It is an important new Niagara discovery. Thiodan provides broad range use and sure kill effectiveness against *all* potato insects. With Thiodan you get a multiple kill of several potato pests at the same time. This means new ease and convenience plus economy in protecting your crop.

Thiodan is easy to use. Just mix this concentrate with water at the rate of one quart per 100 gallons. Apply with ground spray equipment. And Thiodan is compatible in your spray tank with all commonly used potato fungicides. So be among the first to benefit from Niagara Thiodan. See your Niagara dealer, Niagara field man or write us.



Putting Ideas to Work

**FOOD MACHINERY AND CHEMICAL CORPORATION**  
**Niagara Chemical Division**

MIDDLEPORT, N.Y., RICHMOND, CALIF., JACKSONVILLE, FLA., WYOMING, ILL.,  
NEW ORLEANS, LA., AYER, MASS., HARLINGEN, TEXAS, YAKIMA, WASH.,  
GREENVILLE, MISS.

Canadian Associate: NIAGARA BRAND CHEMICALS, LTD., BURLINGTON, ONT.



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It means better seed and better crops for you  
It's your guarantee

1. That the seed has been produced under Asgrow supervision, from pedigreed Asgrow parent seed stocks. This gives you added assurance of genetic uniformity — more marketable fruits — in your crop.
2. That the seed is produced in areas where certain specified seed-borne diseases are not known to exist. This gives you clean seed without risking injury from disinfectant treatment — greater assurance of a crop.

### For your added protection

Asgrow Verified Seed comes in VIGORPAK, the exclusive ASGROW process, which gives you greater assurance of uniform, rapid germination, better seedling vigor, even under adverse conditions, than you have with just ordinary seed.



Order your Asgrow Verified Seed  
now for the coming season.

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Texas distributor: ASGROW TEXAS CO., San Antonio, Crystal City, Abilene, Weslaco  
Florida distributor: THE KILGORE SEED CO., Plant City  
International division: THE KILGORE SEED CO., Miami, Fla.

Please send me more information about  
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